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Premier

The Roses of New Castle
HELLER BROS.
COMPANY
NEW CASTLE INDIANA

The ROSES of NEW CASTLE



Jeannette
Heller
and her
Rose

Absolutely
the Best
Bush Rose
in the World

Introduced
and
For Sale
only By

HELLER BROS. COMPANY

Exclusive Growers of America's Best Roses

NEW CASTLE, INDIANA.

Famous Jeannette Heller Rose

INTRODUCED AND FOR SALE BY HELLER BROTHERS COMPANY
THE BEST, STRONGEST, HEALTHIEST, HARDIEST, BIGGEST SELLING
AND MOST BEAUTIFUL BUSH ROSE IN THE WORLD

Fifteen Good Reasons Why Jeannette Heller is the One Best Rose for American Gardens

(See the colored photographic reproduction on opposite page)

Always in Bloom—The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally **all the time and the first year**, no difference the size or price of the plant.

Healthiest of All Roses—Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.

Grows Luxuriantly Everywhere—Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.

Perfectly Hardy—You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.

Perfect Flowers—The colored photographs of Jeannette Heller on opposite page fail to show the magnificence of its flowers, both in form and color. They are simply perfect.

Superb in Color—The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; sometimes creamy yellow and pale white or pearl; buds long and pointed and of immense size.

Strongest Grower—This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.

Insect-Proof—No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.

Needs no Petting—No matter what kind of soil you plant it in—**It grows!** All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.

Grows Where Others Fail—You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.

Splendid in the North—You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.

Superb in the West—All through the Middle West and southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.

Grows like a Weed in the South—Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.

Has Captured the East—The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.

An American Rose—This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—the best Rose in the World. Read the following:

"WOULD NOT GIVE JEANNETTE HELLER FOR TEN OTHER ROSES COMBINED!"

Last Spring I purchased a star size Jeannette Heller rose from you and its growth this season has been wonderful. It has bloomed constantly ever since June and now has more than two dozen nice buds on it. This morning I cut three of the most beautiful roses I ever saw growing on a bush. I have ten different roses of best I could purchase, but I want to say Jeannette Heller is in a class by itself. I would not give it for all the other ten combined!—M. M. Moser, Hamilton, Ohio. October 7, 1924.

PRICE—Strong, first size plants, 30c each, 4 for \$1.00, \$2.50 per dozen, postpaid by mail. Extra large, two-year-old plants, with soil on root, 90c each, \$9.00 per dozen, by express; \$1.00 each prepaid by parcel post. Star size, magnificent specimen plants (limited quantity), \$1.25 each, by express; prepaid by parcel post, \$1.50 each. **ON OWN ROOTS.**

NOTE: Please Keep This Book for Reference. You Will Need It.

Beautify Your Home!

IN recent years the Home Beautiful movement has gone forward by leaps and bounds. Everybody, it would seem, is planting Roses and other flowering plants and the tendency to have one's yard and home surroundings a bower of beauty is so strong and so pronounced that of late years it has been a difficult matter to produce Roses in sufficient quantity to meet the demand. Never has there been such a great demand for these famous high grade, own root "ROSES OF NEWCASTLE."

Quality is the watch word, and the very few concerns that produce their own Roses, like ourselves, are keenly alive to the absolute necessity of increasing, if possible, the quality of the plants offered for sale. We are among the pioneers in this business. Our experience covers three generations in growing roses. We state, without desiring to boast or in the slightest way to depreciate the value of our competitor's goods, that **WE GROW THE BEST ROSES IN AMERICA**, and we ought to. We were among the first to inaugurate this great onward movement of beautifying the American Home.

WHAT WE SELL

PRACTICALLY every Rose we offer is produced under our supervision here at Newcastle and is **on its own roots**. Our plants are grown in this famous Newcastle soil in large pots or crocks, have strong, fibrous, active roots, and are in full foliage when shipped. These famous "ROSES OF NEWCASTLE" are full of vigor, vitality and blooming capacity when you receive them. Under the most ordinary care in reasonably good garden soil they not only grow, but they bloom profusely. If the simple cultural instructions given elsewhere in these pages are followed, you can hardly fail to be successful to a marked degree.

DIFFERENT SIZES

FREQUENTLY we are asked which size Rose plant is the most desirable and our invariable reply is that while the first size plants produce remarkable results considering their size, the most dependable plants, perhaps, and perhaps the most lasting, and of course, by far the most productive of immediate results, are **our two-year-old specimen plants**. This is the popular size and is positively not excelled in quality and blooming capacity regardless of price. There are plants offered as two-year-old plants very much smaller in size, in fact not one-half as large as the plants we send out as two-year-old plants, and of course sold at a little lower price, and while they may serve a good purpose, they are not to be compared to our standard two-year-old Rose plants. These great plants have

made the "ROSES OF NEWCASTLE" famous the world over. Usually shipped by express owing to their large size with a goodly portion of this famous Newcastle soil in which they grow remaining around the roots. May also be sent prepaid by parcel post at a slight additional cost per plant as will be noted in the prices.

STAR SIZE PLANTS

WE are the originators of this standard of Rose plant in America. Our Star Size and "De Luxe" plants are still larger than the popular two-year-old plant and of course are in a class by themselves. They are the last word in Rose growing and when Nature shows us a way to produce a better plant, we will do it, but up to the present time these plants in size, quality and marvelous blooming capacity are the highest developed Rose plants in America irrespective of price.

FIRST SIZE PLANTS

OUR first size Rose plants, while moderate in price and not nearly as large, of course, as the two-year-old plants, will astonish you both in the growth they make and the abundance of flowers produced even the first year. They may be depended upon to give splendid satisfaction. Sent by parcel post prepaid at prices named. Buy freely of this size plant.

"CERTAINLY FAIR AND SQUARE"

*"Your company is certainly fair and square. I am delighted to have the rose plants sent in place of the ones which I got early in the Spring. Because I know you do have wonderful roses, I would like to have others know about your company."
—Mrs. Wayne Hepola, Madison, Wisconsin.*



Jeannette Heller and Her Famous Rose

WE ARE ROSE SPECIALISTS

THE "ROSES OF NEWCASTLE"
 Grown here in the rugged climate of Indiana, adapt themselves readily to the different soils and climatic conditions of our country. Millions of them have been shipped to practically every county in the United States and to every civilized country on earth. There is no experiment in connection with them. They go and grow everywhere. Produced in America they are justly famous and we are proud to say among the most valuable product of the nation.

KIND WORDS

EACH year thousands of wonderfully complimentary letters come to us unsolicited. We wish we might publish even a page of them, but lack of space forbids. To all of these good friends, and there is no other business where there is a tie of

friendship between the seller and the buyer so close as there is in this business, we express our gratitude; to new friends these kindly letters are the best guarantee of the quality of our goods. No matter where you live anywhere in the U. S. A. you can have these beautiful "ROSES OF NEWCASTLE" in gorgeous abundance. Undeniably working among them is the most enjoyable of all recreations in this busy workaday world.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable upright business man whose guarantee may be relied upon at all times.
CITIZENS STATE BANK,
 Newcastle, Ind.

HELLER BROTHERS COMPANY
 P. J. Lynch, Owner Newcastle, Ind., U.S.A.

Complete Index of Roses Offered

Abbreviations Used: Tea, Everblooming Teas; H. T., Hybrid Teas; B. C., Bourbon China; H. P., Hardy Hybrid Perpetuals; C. T., Climbing Teas; C. N., Climbing Noisette; H. C., Hardy Climbing; M., Moss; P., Polyantha or Fairy; Rug., Rugosa; C. H. T., Climbing Hybrid Teas; Pern., Pernetiana.

Varieties	Class	Pg.	Varieties	Class	Pg.	Varieties	Class	Pg.
Alberic Barbier.....	H.C.	28	F. R. Patzer.....	H.T.	20	Mrs. Chas. Russell.....	H.T.	9-18
Alex. Hill Gray.....	Tea	15	Gardenia.....	H.C.	28	Mrs. Geo. Beckwith.....	Pern.	12
Amelia Gude.....	H.T.	15	Gen. Arnold Jansen.....	H.T.	20	Mrs. Farmer.....	Pern.	12
America.....	H.T.	10	Gen. Jacqueminot.....	H.P.	9	Mrs. Geo. Shawyer.....	H.T.	22
American Beauty.....	H.P.	14	Gen. McArthur.....	H.T.	8-17	Mrs. Robert Peary.....	H.C.	29
American Legion.....	H.T.	16	George Elger.....	P.	24	My Maryland.....	H.T.	20
American Pillar.....	H.C.	9-28	Golden Star.....	H.T.	12	National Emblem.....	H.T.	14
Anna De Diesbach.....	H.P.	9	Golden Emblem.....	H.T.	8	Paul's Scarlet Climber.....	H.C.	28
Anny Muller.....	P.	24	Golden Ophelia.....	H.T.	17	Perle D'Or.....	P.	24
Baby Doll.....	P.	24	Green Rose.....	B.C.	24	Pilgrim.....	H.T.	18
Baby Tausendschon.....	P.	9	Gruss an Aachen.....	H.T.	15	Pink Killarney.....	H.T.	17
Betty Holton.....	H.T.	12	Gruss an Teplitz.....	H.T.	8-20	Pink Tausendschon.....	H.C.	26
Bess Lovett.....	H.C.	28	Hadley.....	H.T.	8	Premier.....	H.T.	12
Birdie Blye.....	H.C.	28	Helena Cambier.....	H.T.	21	President Cherioux.....	Pern.	12
Blue Rose.....	H.C.	28	Henri Martin.....	M.	24	Prince E. C. d'Arenberg.....	H.T.	13
Bridesmaid.....	Tea	22	His Majesty.....	H.P.	9	Priscilla.....	H.T.	15
Catherine Zeimet.....	P.	9-24	Hoosier Beauty.....	H.T.	13	Radiance.....	H.T.	9-21
Capt. Christy.....	H.P.	9	Ideal.....	P.	12	Red Cochet.....	H.T.	34
Capt. K. Stuart.....		12	James Sprunt.....	H.C.	29	Red Gauntlet.....	H.T.	13
Cherokee.....	H.C.	29	J. B. Clark.....	H.P.	9	Red Letter Day.....	H.T.	20
Climb. American Beauty.....	H.C.	27	Jeannette Heller.....	Tea	3	Red Radiance.....	H.T.	9-20
Christine Wright.....	H.C.	28	Jonk. J. L. Mock.....	H.T.	16	Rhea Reid.....	H.T.	18
Cli. Mad. Cecile Bruner.....	C.P.	29	Kaiserin Aug. Victoria.....	H.T.	16	Richmond.....	H.T.	19
Climb. Columbia.....	C.H.T.	11	Keystone.....	H.C.	27	S. S. Pennock.....	H.T.	12
Cli. Etiole De France.....	C.H.T.	9	Killarney Pink.....	H.T.	17	Senator Mascurand.....	H.T.	19
Climb.F.K. Druschki.....	C.H.P.	9	Lady Hillingdon.....	Tea	8-23	Sensation.....	H.T.	10
Climb. Teplitz.....	C.H.T.	9-29	Lafayette.....	P.	8	Silver Moon.....	H.C.	28
Climb. Hillingdon.....	C.T.	9	Lord Allenby.....	H.T.	12	Sir Thomas Lipton.....	Rug.	24
Climb. Pink Cochet.....	C.T.	29	Los Angeles.....	H.T.	8	Souv. Claudius Pernet.....	Pern	8
Cli. Pink Killarney.....	C.H.T.	29	Mad. Abel Chatenay.....	H.T.	19	Souv. de P. Notting.....	Tea	23
Climb. Sunburst.....	C.H.T.	29	Mad. Butterfly.....	H.T.	19	Souv. De H. A. Verschuren.....		
Climb. White Cochet.....	C.T.	29	Mad. C. Kuster.....	C.T.	29		H.T.	12
Columbia.....	H.T.	11	Mad. Caroline Testout.....	H.T.	9-16	Souv. de F. Rohe.....	H.T.	12
Commonwealth.....	H.T.	18	Mad. Edouard Herriott.....	Pern.	8	Sunburst.....	H.T.	21
Courtney Page.....	H.T.	13	Mad. Segond Weber.....	H.T.	17	Tausendschon.....	H.C.	9-26
Crimson Baby Rambler.....	P.	24	Mad. Schwallier.....	H.T.	19	Therese Z. Lambert.....	H.T.	12
Crimson Cochet.....	H.T.	34	Magna Charta.....	H.P.	9	The Bride.....	Tea	23
Crimson Queen.....	H.T.	19	Maman Cochet.....	Tea	34	Toison d'Or.....	Pern.	10
Dorothy Perkins.....	H.C.	26	Marechal Niel.....	C.T.	29	Ulrich Bruner.....	H.P.	9
Dr. Van Fleet.....	H.C.	9-28	Marie Guillot.....	Tea	23	Victor.....	H.T.	13
Duchess of Wellington.....	H.T.	8	Marie Pavie.....	P.	24	Wellesley.....	H.T.	9-21
Earl Haig.....	H.T.	13	Mi-lady.....	H.T.	21	White American Beauty.....	H.P.	9
Ecarlate.....	H.T.	19	Miss Cynthia Forde.....	H.T.	20	White Dorothy.....	H.C.	28
Elizabeth Rowe.....	M.	24	Miss Edith Cavell.....	P.	9	White Killarney.....	H.T.	17
Elsie Beckwith.....	H.T.	12	Miss Lolita Armour.....	H.T.	8	White Maman Cochet.....	Tea	34
Etiole de Lyon.....	Tea	22	Mlle. Cecile Bruner.....	P.	24	Wm. R. Smith.....	Tea	23
Excelsa.....	H.C.	9-26	Mme. J. Gillemont.....	H.T.	17	Wm. F. Dreer.....	H.T.	8
Fortune's Dbl. Yellow.....	H.M.	29	Mrs. Aaron Ward.....	H.T.	21	Wilhelm Kordes.....	H.T.	12
Francis Scott Key.....	H.T.	11	Mrs. A. R. Waddell.....	H.T.	21	Yellow Killarney.....	H.T.	17
Francis Levet.....	H.P.	9	Mrs. B. R. Cant.....	Tea	23	Yellow Maman Cochet.....	Tea	34
Frau Karl Druschki.....	H.P.	9						

How to Grow the "Roses of Newcastle"

WHEN TO PLANT—Our roses are grown in large pots or crocks and in full foliage when shipped. They can be planted any time during the year when the ground can be dug; the best time in the north is right after corn planting time when all danger of severe frost is past. There is no set time. In climates similar to Indiana you may plant our plants satisfactorily up until the first of July, also in latter August, September and October. **Don't forget our plants are pot grown, and in full foliage and are not dormant leafless nursery grown plants such as are sold by traveling nursery agents.** These latter plants can only be planted during March and April while they are dormant. In the Southern and Pacific coast states, plant in the Spring, in the Fall or whenever you elect.

HOW TO PLANT—When received place the roots in luke warm water or thin mud for an hour or so before planting. Select a sunny location not close to large trees for planting. Ordinary good garden soil will do. If available, spade in a liberal quantity of well rotted cow or stable manure; chicken, sheep and hog manure may be used in small quantities. Spade down to at least twelve inches. Set the bushes fifteen to eighteen inches apart, putting the roots well below the surface and be sure that they are spread out carefully. Cover completely with soil and firm it down around the plant. Water thoroughly when planting. Don't be afraid to soak the soil to the bottom of the roots, then withhold the water until the soil becomes fairly dry. Don't keep the soil around the plants wet all the time. Watering should be done in the early morning or in the evening. A good drying out makes new roots and new growth. If the weather is hot and the sun bright after planting keep the plants covered with newspapers or similar material during the day for four or five days. *Where possible, spraying the foliage with water under high pressure will keep them clean and healthy.* We recommend the plant food and insecticides offered elsewhere in this book.

PRUNING—All roses may be cut back about one-half the previous year's growth. Do this in the early Spring while the plants are dormant. After the plants bloom, get the full benefit of the flowers by cutting them off. This produces new blooming shoots. Buds that are malformed and fail to develop should be removed and the soil around the plants should be enriched with a good plant food, a little air-slaked lime, or well rotted cow manure to give the plants more root action and greater health.

WINTER PROTECTION—All roses are benefited during the winter by covering them with leaves, hay, straw, evergreen boughs where more or less air may circulate. Before covering them, if available, mulch around the plant with well rotted cow manure. Don't cover the plants until they have at least one or two good freezings, then put the covering on gradually. Don't remove the covering in the Spring until the weather is settled and all danger of frost is past.

GENERAL INFORMATION—After planting, if the leaves turn yellow and drop off, do not be alarmed. This is Nature's way of conserving the vitality of the plant. It will immediately throw out new and stronger shoots. If the yellow leaves do not drop off pull them off. It will help the plant.

If plants during the growing season develop diseased foliage that means the root action is poor and the plant needs nourishment in the way of a good plant food or well rotted cow manure.



The lovely Jeannette Heller

INSECTICIDES AND FERTILIZERS

Walker's Plant Food—A highly concentrated plant food quickly producing vigorous healthy growth and profusion of flowers, directions with each package, 2½ oz. cans, making 3 gals., postpaid 25c; 5 oz. cans making 6 gals., postpaid 45c; 12 oz. cans, making 15 gals., 70c postpaid.

Stim-U-Plant Tablets—An excellent plant food in tablet form. Increases growth marvelously. Complete directions with each package. Ten tablets 15c, 30 tablets, 30c, 100 tablets 90c, 1000 tablets, \$4.50, all postpaid.

Melrosine—Sure remedy for all rose and other plant pests. Full directions with each package. Pint \$1.15; Quart \$1.95, postpaid.

Sulpho-Tobacco Soap—For sure, easy and immediate extermination of all insect life on plants, trees and animals, Sulpho-Tobacco Soap is a matchless preparation. Will not injure the most tender plant. It dissolves readily in water, and may be applied with a Tyrian sprinkler. Prices: 3 oz. cake, 15c; 8 oz. cake, 30c postpaid.

Fall Planting—Fall planting of roses is becoming very popular even in the extreme North where we would recommend planting our pot grown roses about the middle to the latter part of August; in the central states during September or October if you have a late Fall; in the Southern and Pacific Coast states any time during the Fall. Only pot grown plants like ours are adapted to this schedule.

"The roses came in excellent condition. We set them out and all but one look very good, and I am expecting to have some lovely roses. Thank you for such nice ones." Mrs. Denison Crary, Tacoma, Washington.

How to Order—Important—Please Read

Prices, terms and conditions in this book cancel all previous prices and terms.

TERMS CASH WITH ORDER. Personal check, Post Office Money Order, Bank draft, Express Money Order, Registered Letter, all may be sent at our risk. Stamps accepted in small amounts **only**.

PLEASE USE ORDER BLANK and write name and address plainly. Write letters only when necessary and then on a separate sheet.

ORDERING EARLY is a very great mutual advantage. The clerical work in connection with your order can be done before the big rush comes on, thus insuring prompt shipment. All goods priced postpaid are usually sent by parcel post at our expense. All goods sent by express are shipped at purchaser's expense.

ALL ORDERS SHIPPED IMMEDIATELY upon receipt unless directed to the contrary. Orders can be reserved for future delivery if desired. If order is not acknowledged promptly, write us giving full particulars.

DELAYS SOMETIMES OCCUR in the Spring shipping season. A year's business must be done in a period of a few weeks. Depend upon it, your order will be sent in ample time for planting.

PARCEL POST SHIPMENTS

All first size Roses, Chrysanthemums, Geraniums, Carnations, etc., prepaid by parcel post at prices named with soil removed from roots, scientifically packed in damp moss, wrapped in water-proof paper. If you wish some soil to remain on roots, remit $1\frac{1}{2}$ c per plant extra on 12 or more plants and 2c per plant for less than 12 plants. If so instructed we will ship first size plants by express charges collect, without additional cost per plant. Large two-year-old and star size plants with

"Please find our order for additional Roses. We have eighteen good healthy plants in bloom at present from your stock which we ordered last spring and want to compliment you upon the fine rugged clean stock you sent. Through this section a great many lost their roses last year but fortunately we did not lose a single one. We have boosted Heller Roses 'Sky high' among our friends and several orders have been placed after seeing our small garden." Yours very truly, J. E. Wessel, Morrison, Illinois, June 16, 1924.

portion of the soil on roots can be sent prepaid by parcel post at prices named on other pages of this book.

We reserve the right to substitute another variety of equal value for the variety the stock of which may be exhausted unless we are instructed to the contrary.

OUR GUARANTEE

A lifetime's experience in scientific packing of plants enables us to ship safely to all parts of the world.

WE GUARANTEE SAFE ARRIVAL ANYWHERE IN THE U. S. A. PROPER. Because of conditions over which we have no control, all shipments to Canada, Colonies of the U. S. A. and foreign countries, travel at purchaser's risk. If express shipment should arrive in damaged condition take the express company's receipt, stating that condition, and send receipt to us at once. Shipments by parcel post may be insured against damage and loss for 5 cents extra to be remitted with order. This will insure up to \$25.00 in value. This is cheap and desirable insurance.


COMPLAINTS as regards condition of shipment must be made within ten days after arrival of goods, otherwise we cannot entertain them. We give no guarantee, express or implied, as to quality or productiveness of any plants, bulbs or seeds we send out; and while we strive to have our plants true to name, we do not guarantee it. Soil and climatic conditions work changes in colors of many roses which no one can explain. Frau Karl Druschki, purest white rose, will sometimes come light pink. Jeannette Heller will appear almost pure yellow, then again almost white, again deep pink; flowers will be lacking in petalage—Nature has her vagaries, but fortunately they are always beautiful. In the great rush of the Spring shipping season labels may become mixed and attached to the wrong plants, but always the value is there and so is the rose, most likely bearing another label. Plants may be winter-killed although this occurs but rarely. Soil conditions, wet or dry growing seasons, late frosts, improper care, lack of water, too much water, an unfavorable location—a dozen causes may be responsible for failures that do occur over which we have no control, hence we desire to make plain our responsibility and the terms under which our goods are sold.

Believing after a lifetime's experience in this business that a pleased customer is our best advertisement, our constant aim is that every customer shall be well pleased and satisfied. To produce the best stock grown in America, to ship it safely everywhere in the U. S. A., to give the fullest measure of value, to make all dealings mutually pleasant and profitable is the common sense basis upon which this business is conducted. When making up your mind to buy roses, keep this thought before you.



Interior photograph of our mammoth Rose-Growing Glass House, 300 feet long, 150 feet wide. Insect proof. Built of glass, concrete and steel. Will house one million young rose plants.

"De Luxe" Roses for the Garden

A growing demand for a **super rose bush** for **immediate** results has brought about the development of these marvelous plants, specially grown for this sale. They are immense in size—the largest now produced anywhere. Grown in the open ground then potted into large crocks or pots they are brought on in a cool temperature under glass. This great collection embraces the finest garden varieties. Hardy practically everywhere. Unquestionably the most magnificent rose plants ever offered. Stock limited. Order early to avoid disappointment. Should be sent by express owing to their extra large size.  Please ask for "De Luxe" plants when ordering.

Price except where noted, extra heavy "De Luxe" plants, soil on roots, \$1.25 each by express; same plants prepaid by parcel post, \$1.50 each.

Souv. Claudius Pernet

Pernetiana. The outstanding sensation in the rose world and hailed as the supreme yellow rose of the hour. Strong growing bush, magnificent foliage. Looks as if varnished. Perfectly formed flowers. Absolutely new in color—deep lemon yellow without spot or blemish. Wonderfully free blooming and justly regarded as the most important introduction of this generation. Stock scarce and limited.

Strong, sturdy, heavy "de luxe" plants \$2.50 each by express, charges collect, soil on roots; same plants by parcel post prepaid, \$2.75 each.

Miss Lolita Armour

Pernetiana. As the flowers expand they develop to a deep, coral red with a golden, coppery red suffusion, the base of the petals a rich golden yellow with coppery red sheen. Very free bloomer and a vigorous grower.

Extra heavy "de luxe" plants \$1.50 each by express, with soil on roots, charges collect; same plants prepaid by parcel post \$1.75 each.

Los Angeles

Pernetiana. Growth vigorous, producing in continued succession during growing season, strong shoots, each one bearing an enormous flower of a luminous flame, pink, toned with coral and shaded with translucent gold at the base of petal. Fragrant as an American Beauty. Buds handsomely long and pointed while the beauty of form and ever increasing wealth of color is maintained until the last petal falls.

Extra heavy "de luxe" plants with soil on roots, \$1.50 each by express, charges collect; same plants prepaid by parcel post \$1.75 each.

Mr. Carl A. Meyers, 303 East Second Street, Defiance, Ohio, says, "I have over fifty varieties of your roses. Beyond a question of a doubt, your roses surpass your descriptions of same. I am well pleased with your honest and courteous treatment."



Sensational Souv de Claudius Pernet--Golden Yellow

William F. Dreer

Hybrid Tea. As famous as Los Angeles of which it is a splendid companion. No other rose compares with it. Delicate color effects which are impossible of description. Soft, silvery, shell pink. Base of petals rich golden yellow. Distinct and marvelously beautiful.

Extra heavy "de luxe" plants with soil on roots \$1.50 each by express, charges collect; same plants prepaid by parcel post \$1.75 each.

Madam Edouard Herriott

Pernetiana. Known as the "Daily Mail" rose. The winner of the gold cup offered by the London Daily Mail for the best new rose exhibited at the great show in London in 1912. Described as follows: Buds coral red shaded yellow at base; medium size, semi-double. Open flowers coral red shaded yellow, rosy scarlet passing to shrimp red; buds long, slender and pointed. Color is like sunshine on copper red metal.

Extra heavy "de luxe" plants with soil on roots \$1.50 each by express, charges collect; same plants prepaid by parcel post \$1.75 each.

Lafayette

Polyantha. This brilliant new "Baby Rambler" rose has taken the rose world by storm. Flowers large as "Paul's Scarlet Climber." Produced in enormous clusters as many as forty flowers in a cluster; continuously from June until frost. Color brilliant cherry crimson. A most remarkable new rose. As yet very scarce.

Extra heavy "de luxe" plants \$1.50 each with soil on roots by express, charges collect; same plants prepaid by parcel post \$1.75 each.

Golden Emblem

Hybrid Tea. The first time we saw this great Hybrid Tea bush rose in bloom, we immediately placed it among the most beautiful roses we had ever seen. It is not even surpassed in color by "Souv. Claudius Pernet." The flowers are magnificently formed. Delightfully fragrant and the color is a rich, deep, golden yellow. An extraordinary rose and exceedingly scarce.

Extra heavy "de luxe" plants \$2.00 each by express with soil on roots or by parcel post prepaid for \$2.25 each.

Everblooming Hybrid

Tea Bush Roses

DUCHESS OF WELLINGTON—Intense saffron yellow shading with rich crimson. Flowers of immense size; full and double. Strong growing and free blooming.

GENERAL McARTHUR—Growth wonderfully strong and healthy. Great garden rose. Exquisite crimson scarlet flowers, full, deep and double. Delightfully fragrant.

GRUSS AN TEPLITZ—One of the sweetest, largest, crimson garden roses now known. Color dazzling, fiery crimson, shaded darker, always in bloom. Incomparably fragrant. Very hardy.

HADLEY—Beautiful, deep, velvety crimson. Magnificent, full double flowers. Strong, rapid grower. Splendidly fragrant.

LADY HILLINGDON—(Tea) Rated one of the greatest yellow garden roses. Beautiful buds. Long, strong wiry stems; color apricot yellow, shading to orange; strong growing, free blooming.

"De Luxe" Roses for the Garden—continued

Hardy Climbing Roses



General McArthur—Crimson

MAD. CAROLINE TESTOUT—Clear, bright, satiny pink. Flowers large, extremely showy. A great favorite in Oregon, Washington and California.

MRS. CHARLES RUSSELL—A garden favorite. Large, full, double flowers, highly perfumed; rosy carmine and scarlet center.

RADIANCE—A great garden rose. Large globular flowers; brilliant rosy carmine, with rich pink tints. Splendid grower, one of the best.

RED RADIANCE—The same as Pink Radiance except the color is rich, deep red. Grows beautifully.

WELLESLEY—Another great garden rose with magnificent flowers of a beautiful shade of satiny pink; magnificent.

Hardy Hybrid Perpetual Roses

This class is noted for its extreme hardiness. Especially adapted to northern climates. Known as the old-fashioned "June Rose." Large flowers. Deliciously fragrant. Hardy as oaks.

ANNA DE DIESBACH—The famous "Glory of Paris." Immense flowers, bright, deep, clear pink.

CAPTAIN CHRISTY—Delicate peach-blow pink. Deeper in center. Large, full.

FRAU KARL DRUSCHKI OR WHITE AMERICAN BEAUTY—Famous as the best, hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flowers, snow white in color. A rose among roses.

GENERAL JACQUEMINOT—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

HIS MAJESTY—Known as the Crimson Frau Karl Druschki. Deep, dark crimson shaded deeper vermilion crimson toward the edges. Large and beautiful.

MAGNA CHARTA—Bright rose, immense in size, full, deep and double. Fragrant.

ULRICH BRUNER—Cherry red. Immense in size, beautifully formed.

J. B. CLARK—Deep scarlet shaded blackish crimson with rich sheen like a plum. Enormous flowers, beautifully formed. Full, deep, double.

FRANCIS LEVET—Large, finely made flowers. Full and double; cherry pink, shaded carmine and blush.

DR. W. VAN FLEET—Delicate shade of flesh pink. Open flowers four inches across. Hardy.

AMERICAN PILLAR—A great, hardy, climbing rose, the bright pink flowers fairly covering the bush. Followed in the Fall by red berries. Hardy.

CLIMBING FRAU KARL DRUSCHKI—Climbing type of the famous "White American Beauty." Very scarce, rare and wonderfully beautiful. Immense, large white flowers, the same as Frau Karl Druschki.

EXCELSA—An improved Crimson Rambler with heavy glossy, varnished-like foliage, without any of the defects of the Crimson Rambler. Absolutely hardy. Flowers very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

CLIMBING GRUSS AN TEPLITZ—Hybrid Tea. Grows ten to fifteen feet in a single season. When in bloom it is a dazzling sheet of velvety crimson. Hardest of all everblooming climbing roses and to our minds, the greatest. Hardy everywhere. Blooms all the time.

CLIMBING LADY HILLINGDON—Tea. A great triumph. The same as Lady Hillingdon only a strong, vigorous climber. Free blooming, apricot yellow shading to orange.

THOUSAND BEAUTIES (Tausendschon)—A single cluster of flowers will show colors ranging from delicate balsam to tender rose with intermediate shades of carmine, white, yellow and other indescribable tints. A sensational rose. Insect proof and hardy.

CLIMBING ETOILE DE FRANCE—Hybrid Tea. Identical with Etoile de France, save that it is a rampant climber, making it one of the very best dark, velvety crimson Climbing Roses. Blooms continuously.

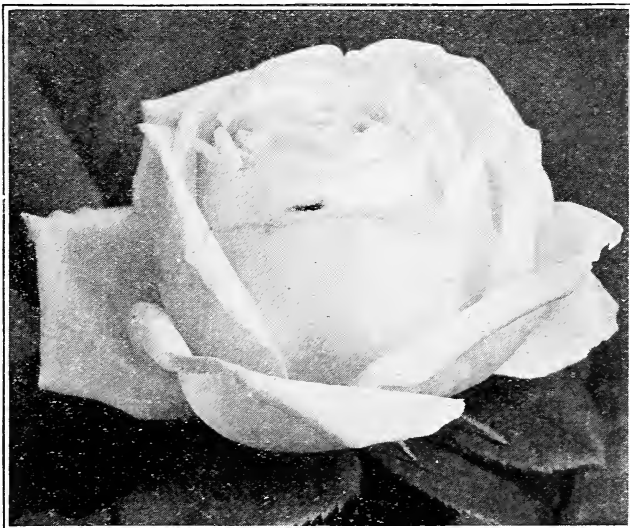
Baby Rambler Roses

BABY TAUSENSCHON—The bush form of the famous "Thousand Beauties" (Tausendschon) having all the charms of the many color effects ranging from pure pink shades of yellow and white and saffron to almost crimson, in the same cluster. Hardy and beautiful.

CATHERINE ZEIMET—Or White Baby Rambler. Low growing, producing in marvelous abundance in large clusters its beautiful, double, pure white flowers—hardy.

MISS EDITH CAVELL—Recommended as the best, bright crimson with white eye; enormous clusters; strong growing; very dwarf in growth; extraordinarily beautiful.

Mr. Orvilla Gilpin, Elkton, Maryland, writes, "I want to thank you for the splendid "White American Beauties" which I received this morning in absolutely fresh condition in return for small balance due me. Such plants so well shipped inspire confidence untold."

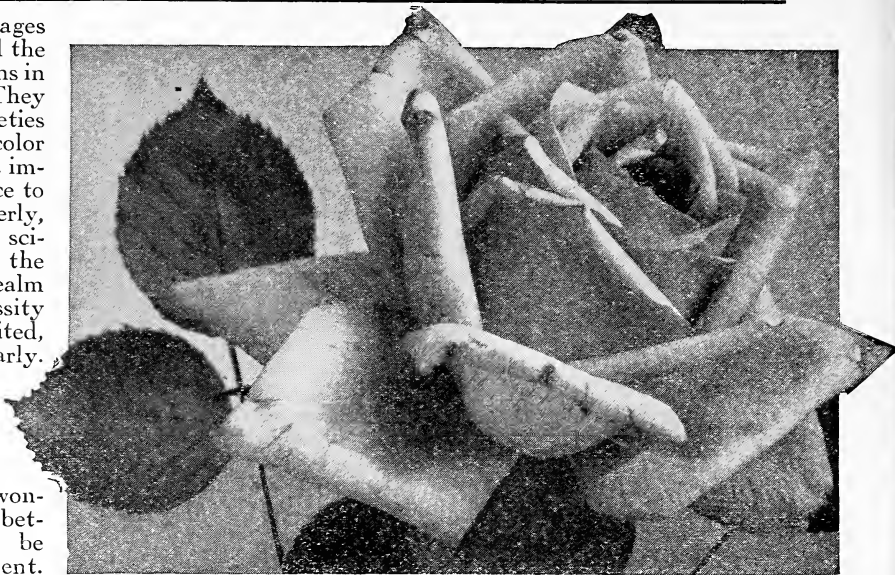


The Great White American Beauty (Frau Karl Druschki)

Price all Roses on this page, extra heavy "De Luxe" plants, soil on roots, \$1.25 each by express; same plants prepaid by parcel post, \$1.50 each.

Rare Creations in New Garden Roses

On this and the pages following are offered the greatest new creations in the Rose world. They are exquisite varieties marvelous in form, color and fragrance. It is impossible to find space to describe them properly, but they mark the scientific advancement the world over in the realm of Roses. Of necessity our supply is limited, therefore order early. They are essentially garden Roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty. No better collection will be found on this continent.



The Wonderful New Pink Bush Rose, "America"

AMERICA—A GEM AMONG ROSES

(See illustration in natural colors on back cover.)

This new Indiana rose, a Hybrid Tea, is justly regarded as the most beautiful garden rose of its color now known. There is nothing to compare to its beauty. Immense buds, long and pointed of great substance opening into an enormous double flower on sturdy, long stems, almost thornless. Color a rose pink of peach blow shade; deliciously fragrant. Added to its great beauty America is a splendid, healthy grower with large, heavy green foliage, practically hardy everywhere and every shoot produces a flower. One of the great roses and well worthy of the name it bears. Until you know this rose you are really unacquainted with the beauty of the modern rose. Include America in your order. Ours is the genuine stock.

Price: first size plants 50c each, 5 for \$2.00, postpaid; strong two year old plants with soil on roots, \$1.25 each by express; same plants prepaid by parcel post \$1.50 each. Still larger star size plants \$1.50 each by express with soil on roots; same plants prepaid by parcel post \$1.75 each.



The Great New Crimson Rose—Sensation

Sensation

This great new Hybrid Tea bush rose is well named—it is the sensation of the rose world. Heavy, luxuriant foliage; strong growing, magnificently formed flowers of deepest velvety crimson, massive in size and produced in marvelous abundance; fragrance delicious. One of the greatest of many roses of recent origin. Very hardy.

First size plants, 50c each prepaid by mail; strong two-year-old plants, \$1.50 each by express with soil on roots or by parcel post prepaid, \$1.65 each; Star or Specimen size plants \$2.00 each by express with soil on roots or \$2.25 each prepaid by parcel post.

Toison d'Or

Pernetiana. Low growing and exceedingly free flowering. Color is absolutely new. Deep, rich, apricot yellow, almost terra cotta. Difficult to describe. Unlike any other variety known.

Two-year-old plants only, \$1.50 each by express with soil on roots, or \$1.65 each by parcel post prepaid.

"Your roses are nice healthy plants without any insects and are a pleasure to look at."—Beatty Archer Co., Inc., Houston, Texas.



Columbia, One of the Most Beautiful of All Pink Roses

***Columbia**

Not since the introduction of the glorious American Beauty, have we been so impressed with any Rose as we have been with "Columbia." A Hybrid Tea of wonderful blooming qualities; as free a bloomer as any Tea Rose; blooms all the time. Almost thornless. Wonderful strong shoots four feet or more in length, each producing a magnificent bloom, often measuring six inches across the open flower. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description, sweeter than an American Beauty. After a thorough trial we heartily recommend it as a great outdoor Rose. Hardy as an oak, thrives in any location, strong grower and soon makes a great display. One of the most exquisite Roses for cutting we have ever seen; produces handsome buds, on long, stiff stems well above the foliage. Foliage is a dark green and does not seem to be affected with disease or troubled with insects; on account of its strong growth.

"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous."—Mrs. Tom Frazier, Paris, Illinois, October 22, 1924.

***Climbing Columbia**

A Remarkable New Climbing Rose

From the originators we have purchased this remarkable rose. It is identical with the great "Columbia" having all the parent's desirable features and in addition it is a wonderful climber, growing ten to fifteen feet in a single season. Blooming, as it does continuously, bearing blooms of immense size, often measuring six inches in diameter, this at once becomes the greatest of all pink, hardy, everblooming, climbing roses. Color is the same as "Columbia," glowing pink, fragrance delicious. A most remarkable rose.

***Francis Scott Key**

A magnificent Hybrid Tea Garden Rose originated by the great Rosarian John Cook, and named in honor of the author of "The Star-Spangled Banner." Color a glowing scarlet and with darker shadings. Buds long and pointed, opening full and double; produced on long, upright stems. Strong, healthy grower. Hardy everywhere. Free blooming.

Price of all Roses on this page: Strong, first size plants, 50c each, 4 for \$1.00, postpaid; two-year-old plants \$1.00 each, \$10.00 per dozen assorted, by express; prepaid by parcel post, \$1.15 each. Varieties marked * can be furnished in star or specimen plants, \$1.25 each, by express; prepaid by parcel post, \$1.50 each. All on own roots.

Premier—A Wonderful Garden Rose

(Illustrated in Natural Colors on Front Cover Page)



The Great New Pink Garden Rose—Premier

New Baby Rambler "Ideal"

This wonderful new rose will eventually take the place of all the crimson Baby Ramblers now in cultivation. The color is an intense deep garnet crimson, absolutely a new color; the flowers are produced in large clusters of splendid substance and the plant itself is a great grower. It blooms continuously. We have never seen it out of bloom.

Two-year-old plants only, \$1.50 each by express, soil on roots, or by parcel post prepaid, \$1.65 each.

The introduction of this great new hardy garden Rose along with Columbia, America, Amelia Gude, Hoosier Beauty and Madam Butterfly, marks an almost revolutionary step forward in Rose Culture. These varieties have taken the doubt out of successful Rose Culture. They are the result of a whole life time concentrated in the production of supreme garden roses. Most of our popular garden roses, in the last hundred years, have had their origin in Europe. These varieties like Premier, etc., American in their origin, are the super Garden Roses of today. Premier, in its color, deep rose pink, is the most magnificent Hybrid Tea Rose in the world. Flowers are gorgeous in form, full, deep and double. Deliciously fragrant, produced continuously throughout the growing season, on long stiff stems, practically thornless. Growth healthy, strong, clean and free from insect diseases.

Strong first sized plants 30c each, 4 for \$1.00 postpaid. Two-year old plants \$1.00 with soil on roots by express; prepaid by parcel post \$1.15 each. Star or specimen plants \$1.25 each with soil on roots by express; prepaid by parcel post \$1.50 each.

Souv. de H. A. Verschuren

This great new Hybrid Tea bush rose is of the same distinctive class as Pink Radiance, Red Radiance and is one of the outstanding novelties of the year. A remarkable shade of yellow, difficult to describe. Center of flower apricot yellow shading to saffron yellow. The buds are long, beautifully formed and the full deep flowers are magnificent when open. Very rare and beautiful.

Two-year-old plants only, \$1.50 each by express, soil on roots or by parcel post prepaid, \$1.65 each.

"All the roses I bought from you last Spring are growing fine and all bearing magnificent blooms. Thank you."—A. E. Jennings, Welch, W. Va.

Latest European Rose Novelties

The twelve Roses following are exceedingly rare and in very limited supply. All are of the bush type. They represent the cream of Europe's new Roses. Rare and unique color effects will be found in them. Imported at a very great expense. Cannot be had elsewhere. Price: Medium size two-year-old plants, \$2.50 each with soil on roots by express; \$2.70 by parcel post prepaid.

GOLDEN STAR—Hybrid Tea. Large, full beautiful flowers, deep golden yellow.

MRS. GEORGE BECKWITH—Pernetiana. Clear buttercup yellow. Fine shape, strong grower.

SOUV. de F. ROHE—Hybrid Tea, superb long bud, flowers large, color orange salmon.

PRES. CHERIOUX—Pernetiana. Long bud, very large full flower, color coral red, shaded yellow at base.

WILHELM KORDES—Hybrid Tea. Very fine. Capucine Red on Golden yellow ground. Very rare.

ELSIE BECKWITH—Hybrid Tea. Color rich glowing rosy pink; flowers large and beautifully formed. strong growing, delightfully fragrant.

CAPTAIN KILBEE STUART—Hybrid Tea. Color rich, velvety crimson shaded violet; beautifully formed.

THERESE ZEIMET LAMBERT—Hybrid Tea. Color rose with yellowish copper; perfectly formed.

LORD ALLENBY—Hybrid Tea. Large crimson suffused with scarlet. Superb.

BETTY HOLTON—Hybrid Tea. Blooms large and full. Very Massive. Color saffron yellow, golden center.

MRS. FARMER—Pernetiana—Decidedly distinct. Flowers Indian yellow, outside petals reddish apricot.

S. S. PENNOCK—Hybrid Tea. Cerise with yellowish shades. Immense flowers. Fine pointed buds. Resembles a Giant "Papa Gontier."



*Hoosier Beauty

The Most Beautiful Crimson Bush Rose in the World

This is the grandest and most beautiful Hybrid Tea Rose we have ever seen. Bred and born here in Indiana. No illustration, no description can give the faintest idea of the grandeur of this variety. It is exquisitely beautiful, wonderfully strong growing, bush form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers! Deep, double, immense in size, gloriously formed with a color seen in no other Rose, a superb velvety crimson. A premier garden Rose. Order early. We have a magnificent stock in large supply here as yet, but the supply has never been equal to the demand.

First size plants, 30c each, 4 for \$1.00, postpaid; strong, two-year-old plants, \$1.00 each by express; prepaid by parcel post \$1.15 each; star size or specimen plants at \$1.50 each, by express; prepaid by parcel post, \$1.75 each.

Earl Haig

This splendid new Hybrid Tea bush rose comes to us from Ireland with the highest recommendations. Growth strong and sturdy; flowers beautifully formed and highly fragrant, color dark crimson—a rare and beautiful shade.

Two-year-old plants only, \$1.50 each by express with soil on roots or by parcel post prepaid \$1.65 each.

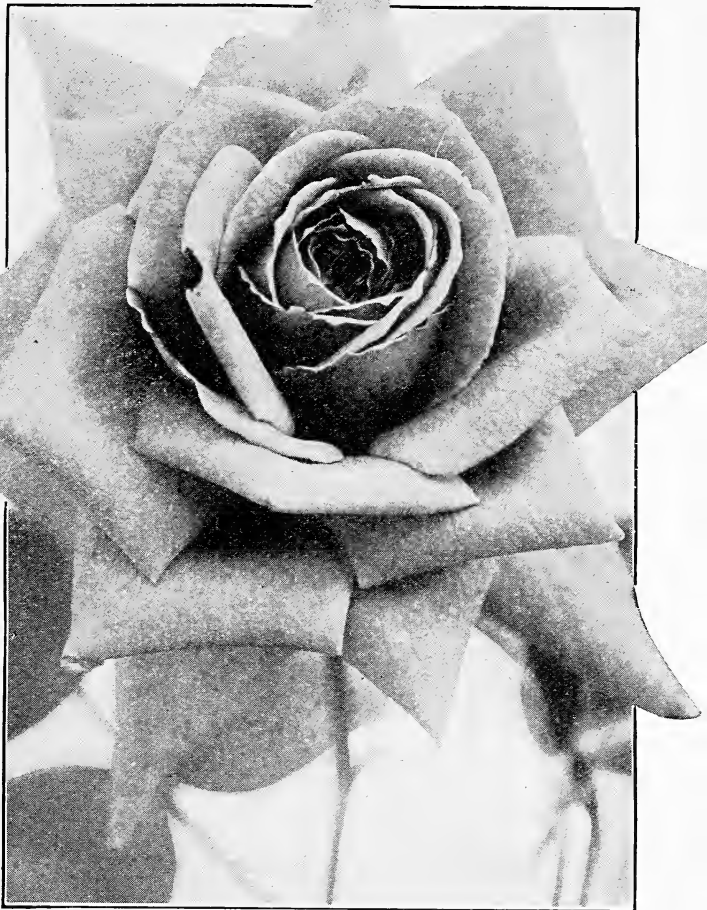
Red Gauntlet

Originated by the great American rosarian, Mr. E. G. Hill from whom we purchased the entire stock and now offer it for the first time. Belongs to the Hybrid Tea class and is a seedling of that great crimson rose, "Hoosier Beauty." A fine grower, producing its beautifully formed crimson flowers in the greatest abundance. Delightfully fragrant. Stock as yet exceedingly limited and orders filled in rotation until the present supply is exhausted.

Medium sized two-year-old plants only, \$2.00 each by express with soil on roots or by parcel post prepaid for \$2.15 each.

Courtney Page

This great new Hybrid Tea Rose is destined to take a high and permanent place among the standard Roses because of its fine habit of growth, freedom from insects of all kinds and especially because of its magnificent flowers which attract more attention from visitors than any other rose in our collection. Large,



The Glorious Crimson "Hoosier Beauty"

beautifully formed, full, double flowers of intense glowing crimson. A wonderfully impressive Rose.

Two-year-old plants only, \$1.75 each by express with soil on roots or \$1.90 each by parcel post prepaid.

Victor

Originated by E. G. Hill. This great new Hybrid Tea rose is the strongest growing garden Rose we have ever seen. Immense foliage. A tremendous grower producing its deep, rosy pink flowers on long stiff stems in wonderful profusion. We saw it growing in the open ground in California with flowers six inches in diameter—marvelous sight.

Strong two-year-old plants only, \$1.50 each by express with soil on roots or \$1.65 each by parcel post prepaid.

Prince E. C. d'Arenberg

This really great Rose seems to be overlooked. For the years since its introduction it still holds its own. This is a great Rose. Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double. Magnificent in form. A real garden Rose.

First size plants, 30c each, 4 for \$1.00, postpaid; strong, two-year-old plants, \$1.00 each by express; prepaid by parcel post, \$1.15 each.

New Hybrid Tea Rose

*National Emblem

Named in honor of the glory of a nation. The color is unsurpassed—a crimson, overlaid with deep velvety crimson shading to deeper vermilion edges; buds long and pointed, the blooms full, deep and double. Gorgeous in their almost barbaric beauty; delicious fragrance. Always in bloom. Strong and sturdy of growth. Both new and rare. This variety because of its great beauty and fragrance is a particular favorite of ours.

Strong first size pot-plants, 30c each, 4 for \$1.00, post-paid; extra-size, two-year-old plants, 85c each; prepaid by parcel post \$1.00 each; Star size, specimen plants—limited quantity—\$1.25 each by express; prepaid by parcel post \$1.50 each.

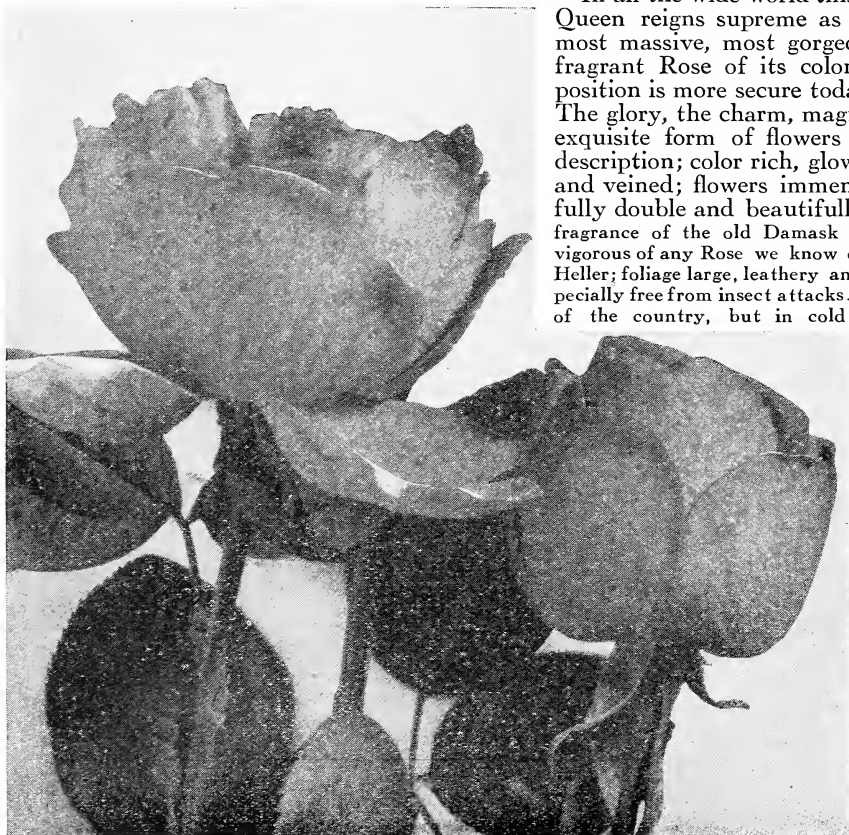
My plants came today and I am very much pleased with them. They are such nice strong plants.—Mrs. H. W. Whitten, Franklin, Missouri.



National Emblem

American Beauty, Queen Among Roses

Here in Newcastle They Attain Marvelous Perfection. Wherever Roses are Grown the Fame of the American Beauty Roses of Newcastle is Known.



Crimson American Beauty

In all the wide world this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known. Its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of flowers are simply beyond description; color rich, glowing crimson, shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance of the old Damask Rose; growth the most vigorous of any Rose we know of outside of Jeannette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.

We are American Beauty specialists. Our stock has no equal in quality in America. Prices: First size plants, 35c each; 3 for \$1.00, postpaid. Larger sizes by express, charges collect, two year-old plants, heavy, \$1 each; \$10 per dozen; prepaid by parcel post, \$1.15; very large star size plants, \$1.25 each; prepaid by parcel post, \$1.50 each. All on own roots and pot grown.



*Alexander Hill Gray

A Grand Yellow Garden Rose

After a thorough trial both indoors under glass and in the open ground, we are convinced that this lovely yellow bush Rose is one of the very best, if not **the best**, of its class and color. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms of perfect formation and of great substance, and produced in the greatest abundance throughout the entire season. Strong grower, hardy everywhere.

First size plants, 30c each; 4 for \$1.00; \$2.75 per doz., postpaid; two-year-old plants, 90c each; \$9.00 per doz., by express; \$1.05 each, prepaid by parcel post. Star or specimen plants, \$1.25 each, by express, charges collect; prepaid by parcel post \$1.50 each.



Great Yellow Rose
Alexander Hill Gray

Gruss an Aachen

A Hybrid Polyantha, but looks more like a Hybrid Tea. Low growing, strong and sturdy, fine large foliage. Practically insect proof. Color yellowish rose with salmon pink and rose shadings. Splendid flowers. A remarkable new rose.

First size 30c each, 4 for \$1.00, postpaid by mail; strong two-year-old plants with soil on roots by express, \$1.00 each or by parcel post prepaid, \$1.15 each. Star size plants \$1.25 each, by express.

I received the nice roses. They sure are beauties and they were in good shape.—Mrs. J. A. Heatwole, La Junta, Colorado.



Beautiful Amelia Gude—Fancy Yellow

Amelia Gude

Hybrid Tea—This grand new Rose is a seedling of Columbia with all the good qualities of that great variety. Flowers of beautiful form and of a pleasing shade of golden yellow, petals tipped with a lighter shade. Very free bloomer and a good grower. Amelia Gude is a strong favorite with us. We think it **one** of the best **twelve** Roses now in cultivation. Together with Columbia, Premier, Hoosier Beauty, America, Mad Butterfly, it represents that type of garden Rose that as soon as their merits are known will put many of the old favorites into the discard. This is a great garden Rose.

First size 30c each, 4 for \$1.00, postpaid by mail; strong two-year-old plants with soil on roots by express, \$1.00 each or by parcel post prepaid, \$1.15 each. Star size plants \$1.25 each, by express.

Priscilla

This new Hybrid Tea has been much admired for its pleasing color of shell pink deepening toward the center. Bud long and well shaped. Open flowers, full and double, on long, stiff stems. Foliage handsome glossy green, free from disease.

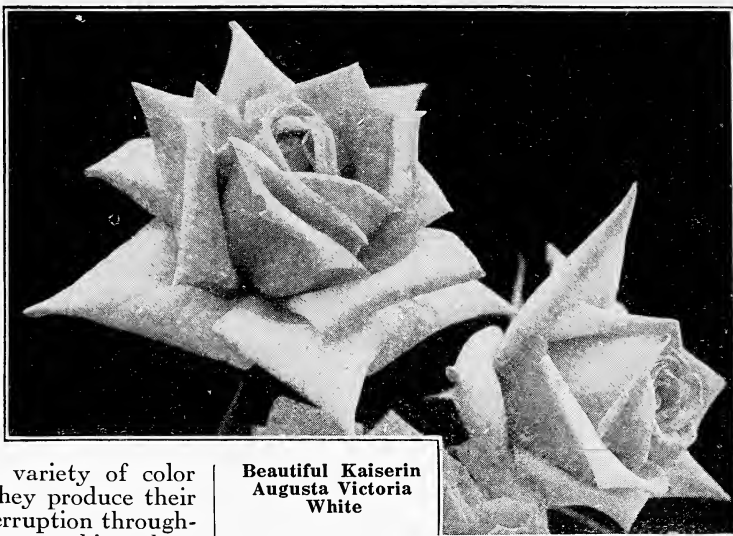
Price, strong first size plants, 50c each, 3 for \$1.25, postpaid; 2-year-old plants, \$1.00 each, by express, with soil on roots at purchaser's expense; prepaid by parcel post \$1.15 each.

Heller's Sure-to-Bloom Hardy Hybrid Tea Roses

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or June Roses and the Everblooming Tea Roses. From the June Roses they inherit the large, bold, handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption throughout the entire growing season, making them the best of all Roses for general planting. Our collection is the largest and most varied in this country, and the list includes all varieties of merit now in cultivation. All on their own roots—once planted, practically permanent.

*Kaiserin Augusta Victoria

The greatest hardy, white Hybrid Tea Rose in existence. A strong, sturdy grower; free-flowering; it has become the most popular of all white Roses for general planting. Continuously from early spring until late fall, with pointed buds, the large, double flowers are glorious in their perfection; borne on long stiff stems; delicate pure white, deliciously fragrant. Unexcelled for cutting; absolutely hardy. Although grown extensively under glass, it is essentially a garden Rose.



Beautiful Kaiserin
Augusta Victoria
White

*Jonkheer J. L. Mock

It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. A wonderful hardy garden Rose.

***MAD. CAROLINE TESTOUT**—This is the Rose which grows so luxuriantly in the Far West that it has been adopted by the State of Oregon as its State Flower. In color, it is of a satiny Rose, deepening to clear red in the center.

***MAD. SECOND WEBER**—This wonderful Hybrid Tea Rose is about as satisfactory a garden Rose as we know of. Strong grower, bearing the greatest profusion of large, splendidly formed, cup shape fragrant flowers of marvelous beauty. Color deep salmon pink. A great garden Rose. Very hardy.

***AMERICAN LEGION**—The color is a pleasing shade of cerise which it retains until all petals fall. Buds produced on long stiff stems well above the foliage and of immense size, long and pointed, opening full and double, a great producer. Foliage is dark green and free from diseases.



Mad. Second Weber—Pink

The Roses received a few days ago and they are nice. I'm thanking you many times for them.—Mrs. Mary Halstead, Akeley, Minnesota.

Prices of all Roses on this page: First size plants, 30c each, any 4 for \$1.00, postpaid; strong, two-year-old plants, 85c each, \$8.50 doz. assorted, by express; prepaid by parcel post \$1.00 each. Varieties marked * can be furnished in star or specimen plants at \$1.25 each, by express; prepaid by parcel post \$1.50 each.



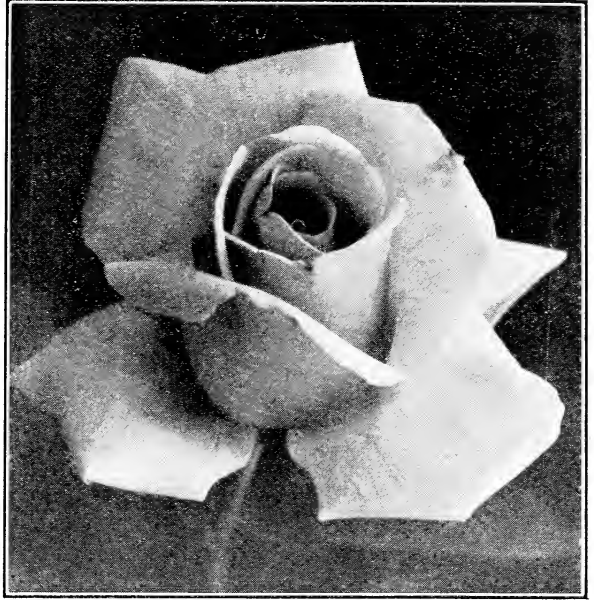
The Lovely Killarney Roses

*Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

***WHITE KILLARNEY**—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape.

***YELLOW KILLARNEY**—Mme. Jenny Gillemont—A brilliant saffron-yellow Rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all



Pink Killarney

summer. Owing to its resemblance to the Killarneys, we have called it the Yellow Killarney, as it makes a good companion for them.

SPECIAL OFFER—One each of the three Killarneys in first size plants sent postpaid for 85c. One each in two-year-old plants by express for \$2.50.

*Golden Ophelia

A seedling from the favorite Ophelia. Buds and flowers of fine size and beautifully formed of a bright golden yellow. Hardy and a profuse bloomer. Very attractive. A remarkable rose of rare color. Splendid outdoors.

***GENERAL McARTHUR**—For outdoor cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy, which is the important feature after all.

"Shipment of roses received and in excellent condition."—Mrs. E. L. Ames, Caldwell, Kansas.

Price of all Roses on this page: Strong, first size pot-plants, 30c each, any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, with soil on roots 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post, \$1.00 each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.



Golden Ophelia

HYBRID TEAS—Continued

*Rhea Reid

Born in Indiana, One of the Greatest of All Crimson Garden Bush Roses

Originated here in Indiana, it positively has no superior as a crimson garden Rose. The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite growth, hardiness, splendid fragrance, with healthy foliage, color, fragrance and form of flower. We have given this great Rose unusual publicity and made its superb merits known to the Rose-loving public.

***MRS. CHAS. RUSSELL**—A new Hybrid Tea Rose of American origin and considered to be equal to American Beauty, both for forcing and open ground culture. Buds long and pointed, produced on long, stiff stems, 3 feet in length, each one crowned with a bloom of a beautiful shade of rosy-pink. Blooms large, full and of magnificent formation.



The Great Rhea Reid—Crimson

*Commonwealth

This splendid new Hybrid Tea is very impressive. The buds are large, long and pointed and the open flower very double, extra large in size, is of fine substance; solid deep pink color, very fragrant; long, strong stems; has fine, large, leathery foliage, free from disease. A strong vigorous grower and continuous bloomer. Especially desirable in the garden.

*Pilgrim

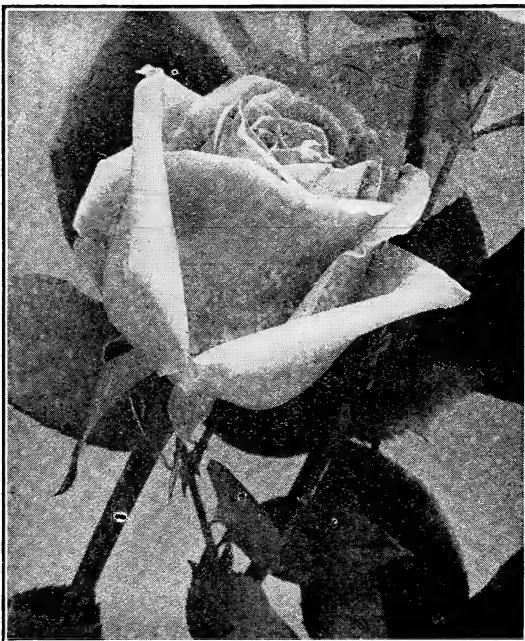
Size of the bud is enormous, produced on heavy stems of great length, opening up full and double and of great substance and ideal form. The color is a beautiful shade of bright rose-pink with lighter shading on outer edges. Of strong, sturdy, growth, producing blooms in abundance. Hardy.

MILDEW—This is a flour-like substance that appears upon the foliage of Roses caused by too much dampness. Not especially injurious and can be eradicated by sprinkling foliage, when wet, with ordinary sulphur flour, which can be had at any drug store.

BLACK SPOT—This appears in the form of black spots on foliage of Roses. Pick off and destroy affected foliage. Spraying with Bordeaux Mixture is helpful. This can be secured at any drug store.

"The twenty-two roses I received from you last summer every one lived and nearly everyone bloomed."—Emma Delbar, Seattle, Washington.

Price of all Roses on this page, except where noted: Strong, first size plants, 30c each, any 4 for \$1.00, postpaid; two-year-old plants, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post \$1.00 each. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post \$1.50 each.



Commonwealth—Pink



*Madam Butterfly

A Glorified Ophelia

When its merits become known this great variety will probably be the most popular rose in cultivation. By reason of its marvelous root action and freedom of bloom, it easily becomes a rose par excellence. No rose without root action will survive the test. To describe this rose is impossible. If you can imagine exquisitely formed buds of Indian Ochre with yellow at the base and those intermediate tones of clear, brilliant shades of coral, opening into deep, full and double flowers. Add to this, delicious fragrance and what more might be asked of a rose? The great triumph in Rose Culture is centered in Madam Butterfly. Ours the true stock—yet very scarce.

Strong first sized plants 30c each, 4 for one dollar, postpaid. Two year old plants, \$1.00 with soil on roots by express; prepaid by Parcel Post, \$1.15 each. Star or specimen plants \$1.25 each with soil on roots by express; prepaid by parcel post, \$1.50 each.



The Superb Madam Butterfly

HYBRID TEA ROSES—Continued

*Crimson Queen

Owing to its rich coloring this is a wonderful garden or bedding Rose. There is no color that produces the show that a good crimson does. The color is a rich, bright, velvety crimson. A strong, vigorous, upright grower; flowers large and full, a great garden Rose as it is always in bloom, extremely hardy and produces a magnificent bush in a short time, hardy everywhere.

*Richmond

A distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the Rose world. It is the most vivid Red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this.

*SENATOR MASCURAND—Yellow Hybrid Tea Rose, the center of the bloom resembling the color of the yolk of an egg, toning to high sulphur-yellow. Large, full, globular blooms. A strong, healthy grower and very free bloomer. Blooms of large, perfect shape. Perfectly hardy.

*Madam Abel Chatenay

This splendid Rose is one of the very best of its color—rosy-carmine, with darker shade. It does remarkably well in

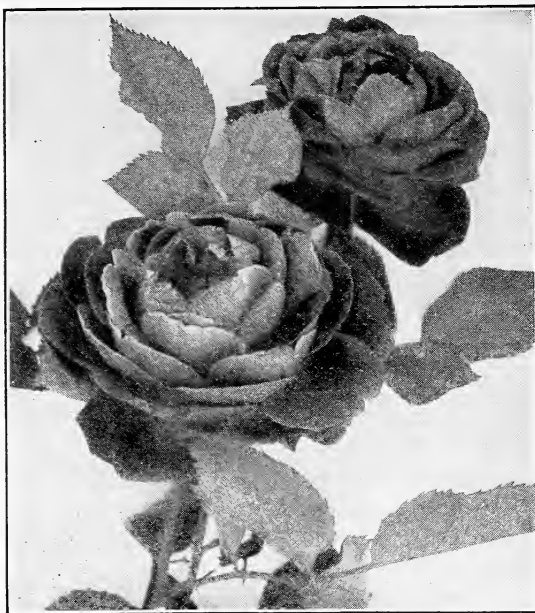
the open ground, has wonderfully beautiful flowers, which are full, deep and double. A very hardy Rose, Chatenay is a strong grower and free bloomer; has won friends wherever it has been planted.

*ECARLATE—One of the grandest for outdoor blooming of this class. Color a solid, brilliant scarlet. Profuse bloomer, strong, sturdy grower. Exceptionally fine and as perfect as those found in the greenhouses. Perfectly hardy.

*MAD. SCHWALLER.—A beautiful combination of salmon-rose with violet-carmine.

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HYBRID TEA ROSES—Continued



Gruss an Teplitz Crimson

*Red Radiance

The color is a splendid even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. It is a remarkable bloomer, being constantly in flower from early spring until freezing weather. Strong, vigorous branching, grower, each branch terminating in a large, bold, double bloom. One of the best hardy outdoor garden roses known.

*Red Letter Day

A velvety brilliant glowing scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet, producing a rose of exquisite grace and charm. Robust grower and wonderfully free blooming.

***MISS CYNTHIA FORDE**—A deep, brilliant rose-pink, reflex rosy-pink. Large, perfectly formed, very full buds, free flowering, very sweetly perfumed.

***F. R. PATZER**—Color, is a creamy buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange-pink, which produces a most charming combination. Strong, vigorous grower.

Price of all Roses on this page: Strong, first size pot-plants, 30c each, any 4 for \$1.00, postpaid; extra heavy two-year-old plants, soil on roots, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post \$1.00 each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

*Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose

Called by some growers Virginia R. Cox. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

***GEN. ARNOLD JANSEN**—Color a deep glowing carmine. Free bloomer. Buds long and pointed on long, stiff stems.

***MY MARYLAND**—Handsome in bud and flower. Its brilliant, lively shade of pink and beauty of form is without a superior and all summer through large, perfectly double, magnificent flowers, rich in fragrance, are borne on long, stiff stems, growing from a sturdy, fine shaped bush, which in itself is a distinct ornament to the garden. A great outdoor Rose.

"I wish you could see my rose garden. I have a rose arbor all around my house and over 200 bushes. The visitors from California say my New Castle Roses are of a better color and perfume than they can grow. I have an American Beauty, 6 years old, the most beautiful rose any one ever saw. People come for miles to visit my garden. Wish you could see them, not one rose but what came from your place."—Mrs. Susie Campbell, Hurricane, Utah.



Red Radiance



HYBRID TEA ROSES—Continued

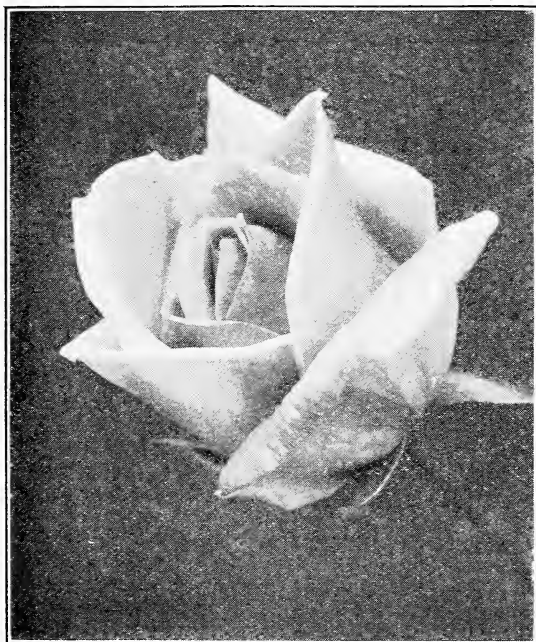
*Radiance

An American Triumph. Not to be outdone by European growers, America contributes this great new Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests, is radiantly beautiful.

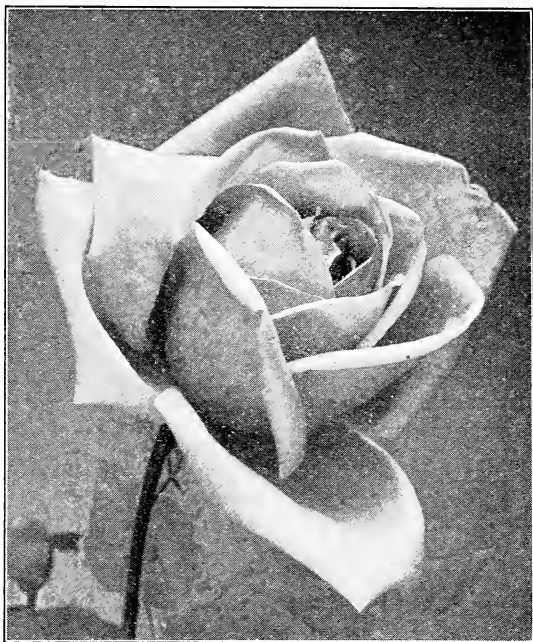
MRS. A. R. WADDELL—A most beautiful Rose; a garden Rose attaining a height of from two to four feet. Its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy-scarlet, shaded with salmon; beautiful, effective, and hardy, always in bloom.

"THEY GO AND GROW EVERYWHERE"

"Plants of Jeannette Heller arrived in good shape and are now growing like weeds. There are no words with which to express my appreciation of such a wonderful rose. It is truly a winner."—W. W. Antonio, Nassau, Bahamas, B. W. I.



The Glorious "Sunburst"



Radiance

*Sunburst Giant Yellow Rose

Strong growing Yellow Roses are scarce. This gorgeous variety is the finest of all yellow Roses in commerce and in its color equal to an American Beauty or Killarney. Immense buds, long and pointed, strong stout stems bearing gigantic full deep double flowers continuously. Color coppery yellow with golden orange in deeper shades. Entirely distinct. Magnificent bush Rose, stands four feet or more in height. Foliage immense in size and straight, wonderfully vigorous of habit. A wonderfully strong grower. Superb.

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Flowers splendid in form, always blooming; magnificent foliage.

***WELLESLEY**—A most fragrant garden Rose of a beautiful shade of pink; vigorous, healthy grower, remarkably free flowering, with fine keeping qualities.

MI-LADY—A magnificent new Rose. Very large and beautifully formed flowers, full and double; color dark crimson. Always in bloom. Very hardy.

***HELENA CAMBIER**—Hybrid Tea—Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon-rose to coppery rose. Hardy everywhere.

Prices of all Roses on this page: First size plants 30c each, any 4 for \$1.00, postpaid; strong, two-year-old plants, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post \$1.00 each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.



Great Yellow Rose
"Etoile de Lyon"

Heller's Hardy Everblooming Tea Roses

The Oldest and Most Highly Cherished of All Roses

To this class of bush Roses—the hardy ever-blooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardens. They have been of inestimable value to the beginners in Rose culture. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

*Etoile de Lyon

Magnificent golden yellow. One of the hardiest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel. This and the Alexander Hill Gray (Page 14) are the two great Yellow Tea Roses, and they are not only great—they are simply superb.

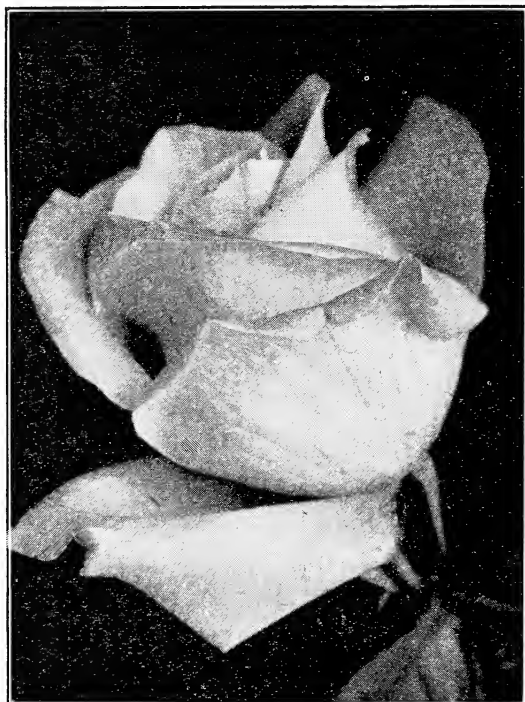
*MRS. GEORGE SHAWYER (Tea Rose)

—The color is very hard to describe, being a shade of brilliant clear rose or bright peach-pink. It is a wonderful grower and bloomer, producing great numbers of strong shoots, each tipped with a bud. These shoots form the stem, from 3 to 4 feet in length. The flowers are very large, well formed and full, petals of good substance. A very fine garden rose as well as a forcing Rose.

Price of all Roses on this page: Strong, first size pot-plants, 25c each, 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each, \$7.50 per doz., assorted, by express prepaid; by parcel post 90c each. All on own roots. Varieties marked * can be furnished in large specimen plants at \$1.00 each, by express; prepaid by parcel post, \$1.25 each.

*Bridesmaid

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems.



BRIDESMAID—Beautiful Pink

HELLER BROTHERS COMPANY, ROSE SPECIALISTS
New Castle Rose Company New Castle, Indiana

Please Write Plainly Use this sheet for order only. If a letter is necessary, use a separate sheet of paper, and enclose a stamped, addressed envelope or post card for a prompt reply.

Amount Enclosed

Cash.....

Draft

Check.....

M. O.

Stamps

When to Ship.....

NOTICE—In the absence of specific instructions when to ship, goods will be sent at once.

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Jeannette Most Beautiful!

"I had two Jeannette Heller" Roses from you this year, and these are undoubtedly the most beautiful Roses we
 CK, Greenwood, Indiana. October 19, 1924.

Read Our Great Special Offers on the Envelope in which the Book came

€ r c t g i c g t t e t c
 h n fl fr al N (l al st
 — a pi pr ea th fle pe ro —
 po he as All fun by

Jeannette Heller—The One Perfect Rose

If you have not included this wonderful Rose in your order do not fail to do so. It is beyond question.

First size, strong plants, 30c each, 4 for \$1, postpaid; extra-size 2-year-old plants with soil on roots, 90c each; \$9 per dozen, by express; prepaid by parcel post \$1.05; star size specimen plants, with soil on roots (limited quantity) \$1.25 each, by express; prepaid by parcel post, \$1.50 each.



HARDY EVERBLOOMING TEA ROSES--Continued

***Souv. de Pierre Notting**

This beautiful Rose is an introduction of one of the largest firms of France, and has not been exceeded by any Rose from that country. It is of strong, bushy habit, and has won numerous gold medals and awards of merit. The flowers are very large, well filled and open easily; color apricot-yellow, tinged with golden and mixed with orange-yellow; edge of petal shaded carmine-rose. In form and beauty it is the equal of Maman Cochet, and by many is regarded as the best all-around Rose for general cultivation. It is hardy and always in bloom.

***The Bride**

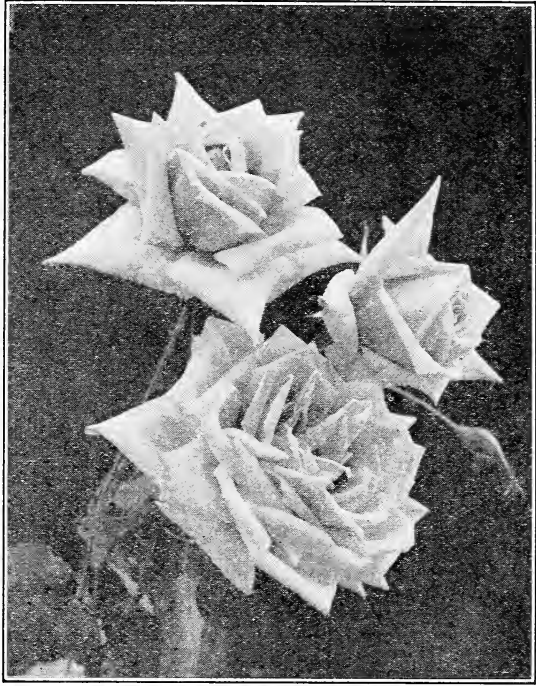
There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

***Marie Guillot**

The Queen of White Roses. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double; the buds are very pretty, of sweet fragrance.



Lady Hillingdon



Souv. de Pierre Notting

***Lady Hillingdon**

One of the latest introductions of the Tea class and has taken the medal over all yellow Roses, the color being one almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds are produced on long, strong wiry stems, well above the foliage, producing a slender and graceful effect. A strong, hearty, healthy grower.

***WM. R. SMITH**—Especially suited for outdoor planting and cutting purposes. The soft blending of the salmon-pinks, rose-pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

***Mrs. B. R. Cant**

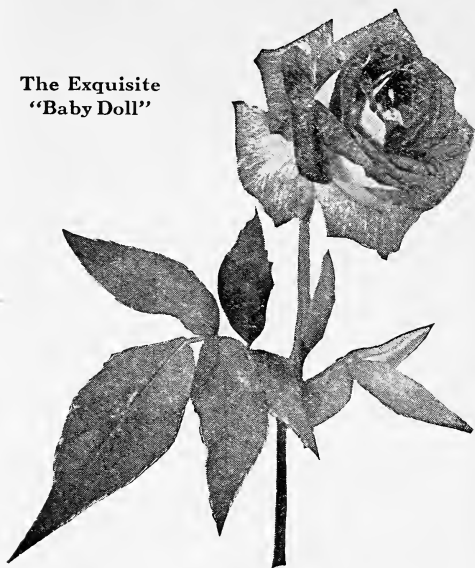
Especially recommended for outdoor cultivation as one of the best, if not the best, Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers, perfectly double, delightfully fragrant.

Sometime ago I bought some rose bushes from you. I was very much pleased with them and they all lived.—A. Frank, Route No. 5, Tampa, Florida.

Price of all Roses on this page: Strong, first size plants, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 75c each, \$7.50 per doz., assorted by express; prepaid by parcel post 90c each. Varieties marked * can be furnished in star size or specimen plants at \$1.00 each, by express; prepaid by parcel post, \$1.25 each.

*"Baby Doll" Rose—Rivals the Rainbow!

The Exquisite
"Baby Doll"



The long slender, deep green foliage is three times as plentiful as is usually found on any rose and is insect proof. Such wonderful health and vigor is found in no other variety. The best of all Roses for pot culture.

IT GROWS NOT TO EXCEED 15 INCHES HIGH. The smallest bush produced hundreds of blooms from the very beginning, early and late in marvelous profusion, all the time, outdoors and indoors in pots. The plant is always blooming.

For all purposes there is nothing like it anywhere; in hardiness and health it is superb. The miniature flowers are exquisitely formed. No description can picture the daintiness and the beauty of the bloom; nothing has ever been seen like it in the rose family in the centuries gone by. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—a combination so extraordinary and so entrancing that immediately the exclamation is heard upon seeing the rose, "What a wonderful rose!"

First introduced in America as a "New Castle Rose" and is now famous the world over. Our stock is large, but when once exhausted it will be the last of the supply for this year.

First size plants, 25c each; 5 for \$1.00; \$2.25 per doz., prepaid; two-year-old plants, 85c each; \$8.50 per doz. prepaid by parcel post \$1.00 each. Star or specimen plants, \$1.00 each, by express, charges collect; prepaid by parcel post \$1.25 each.

Charming Baby Rambler Roses

Dainty, dwarf-growing Polyantha Roses, excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy and always blooming. Immense clusters. Exquisitely beautiful.

*Geo. Elger

This superb Polyantha Rose produces great quantities of lovely little buds of golden yellow, opening into miniature symmetrical Roses. Each bush is so loaded with blooms that they resemble a huge bouquet. Grand grower, blooming all summer. Very hardy.

*CATHERINE ZEIMET—Pure white flowers borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite in every way.

*CRIMSON BABY RAMBLER—Color, clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding.

*THE LOVELY ANNY MULLER—Much the same as the Crimson Baby Rambler except in the color of the flowers, which are a shiny and brilliant pink, produced in the greatest profusion in large clusters.

*MLLE. CECILE BRUNER—Rosy-pink on rich creamy white ground; a great bloomer.

*MARIE PAVIE—Medium size, very full and double; borne in large clusters; white flushed with carmine.

*PERLE D'OR—Coppery gold, changing to fawn and salmon; flatrayed form, very double.

Beautiful Moss Roses

*ELIZABETH ROWE—An old favorite, with large, deep pink buds. Well mossed.

*HENRI MARTIN—Deep rosy-carmine shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.

SIR THOMAS LIPTON—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Hardy as an oak. 2-year-old plants only 85c each, by express.

Green Rose—A Curiosity

A most interesting member of the Rose family, grown for its oddity. Petals are small, pointed, set thickly, and of the same color as the foliage—dark pea green.

Price of all Roses on this page except where noted: First size plants, 25c each; 5 for \$1.00; two-year-old plants, 75c each; \$7.50 per dozen assorted; prepaid by parcel post 90c each. Varieties marked * furnished in still larger plants, star size \$1.00 each, by express, charges collect; prepaid by parcel post, \$1.25 each.

"Premier Collection" of Garden Roses

The Cream of Our Vast Stock—10 for \$2.00

The constantly increasing requests for us to name a group of the best roses for general home cultivation in all parts of the country is responsible for this great collection. Here are the ten most superb garden roses now known. They will thrive in all sections of the country and produce their splendid flowers in the greatest of abundance continuously. We have considered everything in the selection—hardiness, vigorous growth, freedom of bloom, ease of culture, color and beauty of flowers. All of them will bloom constantly this year except the climbing variety, even in the first size plants. If you are unable to make up your mind to your own satisfaction what varieties of roses you would like to have, set aside all misgivings and plant this "PREMIER COLLECTION." You will find the greatest roses in the world included herein—such varieties as Premier, the great Jeannette Heller, and the Cochet Roses, illustrated in color elsewhere—all are here at a price so low as to meet the requirements of every purse. Each variety labeled and safe arrival guaranteed to any point in the United States.

PLEASE ORDER AS THE "PREMIER COLLECTION"

Ten Wonderful Heller Roses Postpaid for \$2.00

Described at Length Else-
where in This Book

PREMIER—Illustrated on front cover page and described on page 11. A wonderful Hybrid Tea rose. Deep rose pink, perfect form, delicate fragrance, long stiff stems and continuously blooming.

JEANNETTE HELLER—The greatest garden rose in the world. Exquisite, blending of pink and lighter shades.

BABY DOLL—The most sensational rose; dainty, perfect flowers, colors ranging from vivid crimson to old gold; always in bloom.

WHITE MAMAN COCHET—Superb flowers, color white; a wonderful garden rose.

CLIMBING AMERICAN BEAUTY—The outstanding, hardy climbing rose; strong, vigorous climber; crimson flowers.

HOOSIER BEAUTY—The most beautiful crimson bush rose now known. Flowers, deep, double, immense in size, of a velvety crimson color.

ALEXANDER HILL GRAY—The supreme yellow garden rose. The best of its class and color. Magnificent flowers, deep lemon yellow. A Gold Medal variety.

PINK COCHET—The great pink garden rose. Flowers immense, always in bloom.

AMELIA GUDE—New and beautiful. Perfectly formed flowers. Golden yellow, petals tipped with lighter shades.

COLUMBIA—Deep peach pink, magnificent flowers, immense in size; strong growing, hardy; an exquisite garden rose, almost thornless.



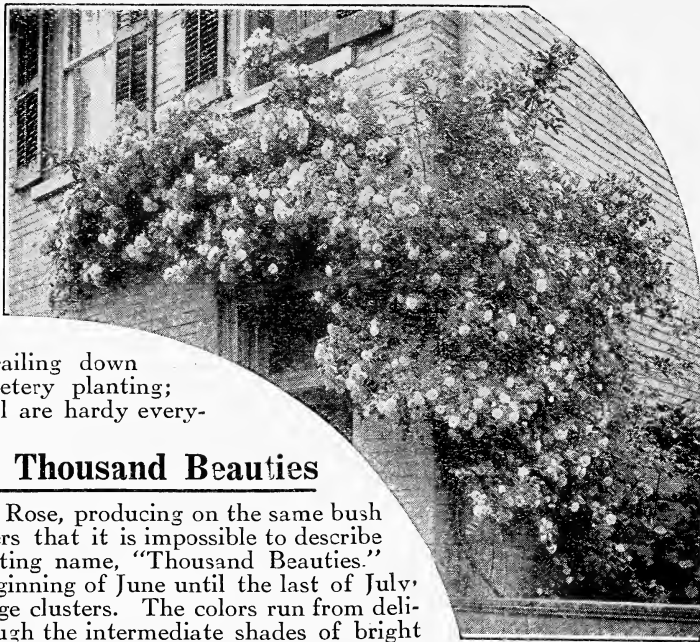
Premier—A Great New Garden Rose

WE STAKE OUR REPUTATION UPON THE MERITS
OF THIS GREAT COLLECTION WHICH WILL
PRODUCE HUNDREDS OF FLOWERS THIS YEAR.

SPECIAL OFFER. This entire collection of ten magnificent Heller Roses, strong first size plants for \$2.00, postpaid by mail; the entire set, extra heavy two-year-old plants, by express, soil on roots, \$7.00; or by parcel post, all charges paid, for \$8.00; the entire set of ten varieties in immense Star size plants, \$10.00 by express or prepaid by parcel post for \$12.00. All on their own roots and in large pots or crocks ready to produce immediate results.

Heller's Hardy Climbing Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings. Are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attack. All are hardy everywhere.



*Tausendschon or Thousand Beauties

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing.

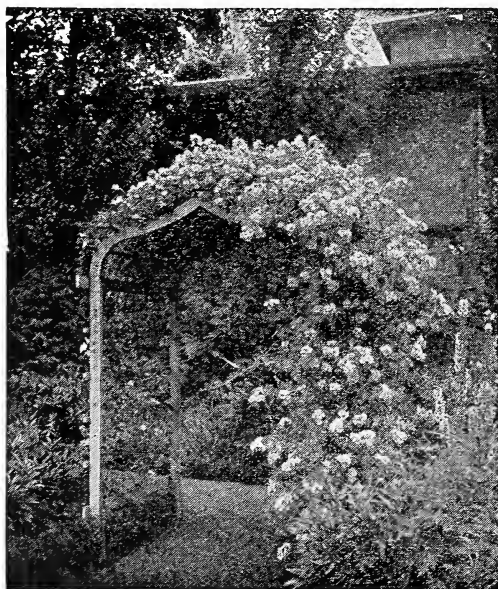
PINK TAUSENDSCHON—(Rosarie)—This is a bright pink form of the famous Tausendschon. A grand addition to this class.

*Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

Thousand Beauties

Rose, pink, carmine, white, yellow — almost every shade and tint—a magnificent rose.



Excelsa, a greatly improved Crimson Rambler

*Excelsa

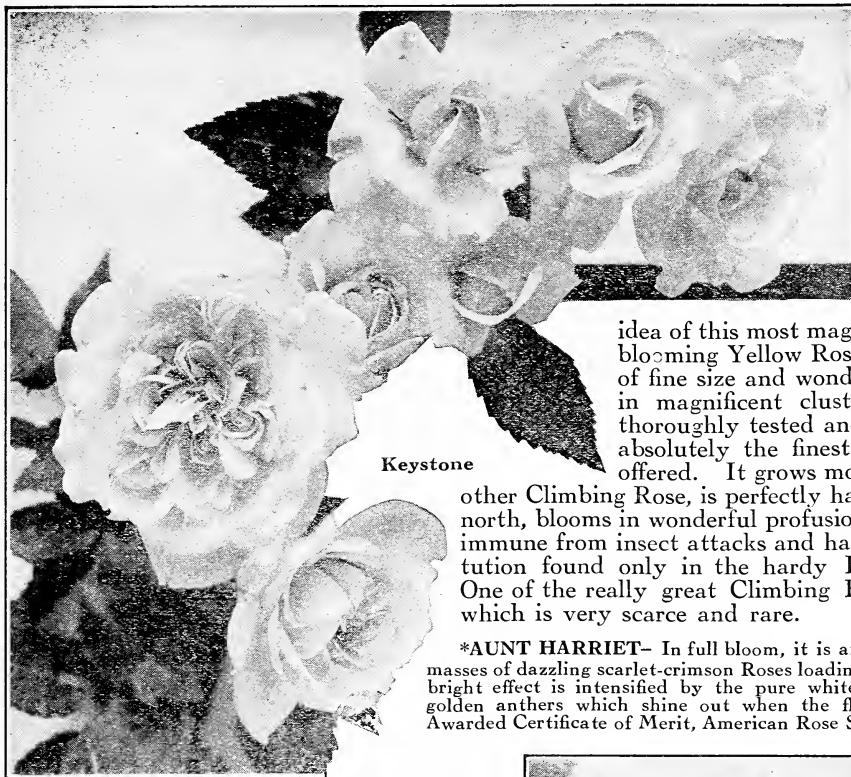
A sensational new hardy climbing Rose, sometimes called "Red Dorothy Perkins." Best described as an improved Crimson Rambler with heavy glossy, varnished-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy climbing Roses. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

"The roses I got from you last year are doing fine, one of the 'Thousand Beauties' grew seven feet."—Mr. Frank C. Fischer, 1147 Beech Avenue, New York City, N. Y.

Price of all Roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each; \$7.50 per dozen assorted; prepaid by parcel post 90c each; still larger plants, marked * in specimen or star size, \$1.25 each, limited quantity, by express; prepaid by parcel post \$1.50 each. All on own roots.



HARDY CLIMBING ROSES—Continued



Keystone

*** Keystone****The First and Only Hardy Free blooming Yellow Climbing Rose**

Our illustration gives only a faint idea of this most magnificent hardy free-blooming Yellow Rose. The flowers are of fine size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has proved to be absolutely the finest hardy yellow Rose offered. It grows more freely than any other Climbing Rose, is perfectly hardy even in the far north, blooms in wonderful profusion, and is absolutely immune from insect attacks and has a vigor of constitution found only in the hardy Hybrid Perpetuals. One of the really great Climbing Roses the stock of which is very scarce and rare.

***AUNT HARRIET-** In full bloom, it is amazingly fine with its masses of dazzling scarlet-crimson Roses loading every branch. The bright effect is intensified by the pure white centers and brilliant golden anthers which shine out when the flowers are fully open. Awarded Certificate of Merit, American Rose Society.

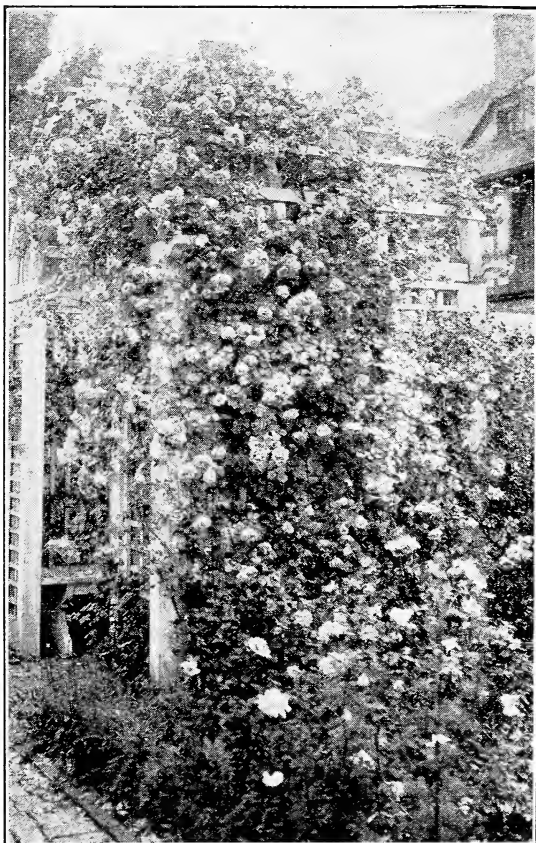
Climbing American Beauty*The Latest, Greatest and Most Sensational New Arrival Among "The Roses of New Castle"**

Perfect grower, wonderfully hardy and remarkably free blooming. Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty practically. Large flowers, each produced on separate stems, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion. Foliage tough and leathery, deep, glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction.

Ours is the genuine stock. Absolutely true to name, on its own roots.

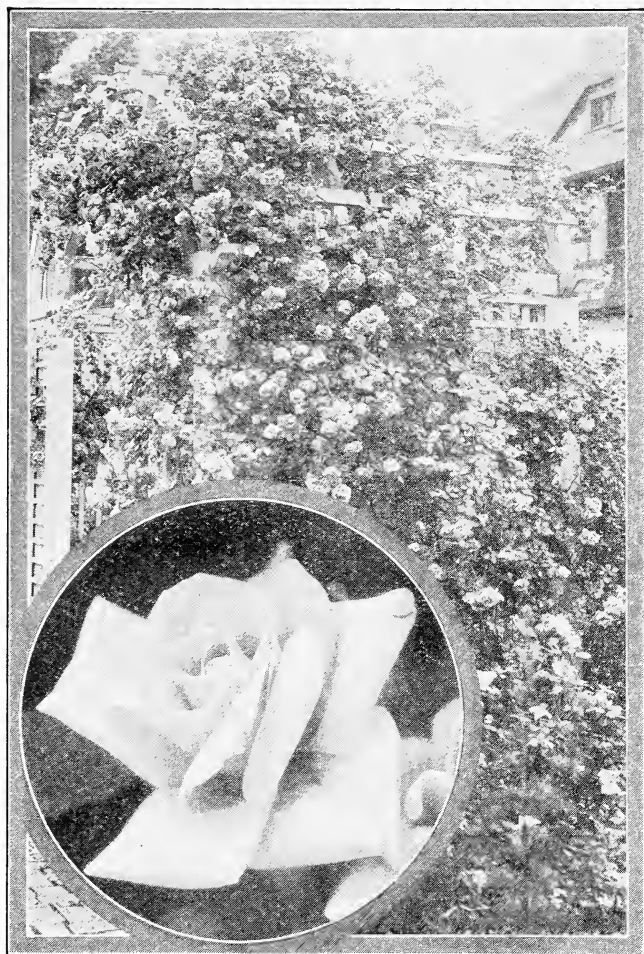
You can have the same success as this customer who writes us April 17, 1924: "Our roses have been most glorious, especially the 'Climbing American Beauty.' It was the wonder and admiration of all who saw it."—Margaret E. Remaley, Greensburg, Pa.

Price of all Roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 85c each; \$8.50 per doz. assorted, by express; prepaid by parcel post \$1.00 each; larger plants, marked * in specimen or star size, \$1.25 each—limited quantity—by express. All on own roots.



The Wonderful Climbing American Beauty

*Paul's Scarlet Climber



The Great Paul's Scarlet Climber

*Alberic Barbier

Entirely free from insect attacks; heavy, waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually full and double; produced sometimes singly, sometimes in clusters, with utmost freedom.

*Birdie Blye

One of the freest blooming hardy Climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose. Very fragrant. This is a really great Rose.

***GARDENIA** (Hardy Marechal Niel)—Very fragrant; creamy-yellow.

***WHITE DOROTHY**—It is a rampant grower, and in a short time will cover a large trellis. The flowers are of a brilliant glistening white.

It is generally conceded by experts that this great new Climber stands out as one of the few **best** Roses for home planting. Vivid scarlet shaded slightly crimson, but almost a flaming scarlet, a most pleasing and striking color. Makes a brilliant display for a long time in the garden. The petals do not fade like many climbing Roses, but retain their bright color, and remain in bloom for from two to four weeks. The Rose received the gold medal and cup for the best Climbing Rose at the National Rose Society's exhibit.

***BESS LOVETT**—Flowers clear bright red, good size, double, full, cupped form. Very fragrant.

***DR. W. VAN FLEET**—A splendid hardy Rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center. Very fragrant, perfectly hardy and free from insects

***SILVER MOON**—Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower. The large bunch of yellow stamens in the center makes it very attractive.

***VEILCHEN BLAU**, or **Violet Blue**—Most rampant grower. The flowers are borne in loose clusters and are of a bluish or slate shade.

***AMERICAN PILLAR**—Has sprung into great popularity. Of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries.

***CHRISTINE WRIGHT**—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink, almost double; borne in large clusters.

Prices of all Roses on this page: Strong, first size plants, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 85c each; \$8.50 per doz. assorted, by express prepaid; by parcel post, \$1.00 each; still larger plants, all varieties, in star or specimen size, \$1.25, by express. All on own roots.



Free-Blooming Climbing Roses

On this page we offer the best of all constant blooming Climbing Roses. They are noted for the exquisite beauty of their flowers. In the middle section of the country where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers like the choicest bush Roses, they bloom all summer through. Exceedingly popular because of this fact.

*Marechal Niel

The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North should have very careful protection during the winter.

***CLIMBING CECILE BRUNER**—Color rosy pink, rich, creamy-white ground. Needs protection.

***CLIMBING WHITE MAMAN COCHET**—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. It is a strong, vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

***CLIMBING SUNBURST**—Same as Sunburst, only climbs vigorously. Color coppery yellow with golden orange shadings.

***CLIMBING PINK KILLARNEY**—Flowers magnificent beyond description, immense, long pointed buds with massive petals, opening into flowers of enormous size; color deep pink, deliciously fragrant; one of the greatest ever blooming Roses.

*Mrs. Robert Peary

(Climbing Kaiserin Augusta)—A strong and rapid grower. Will withstand the most severe winters with protection. Small plants bloom continuously throughout the season, and the lovely white flowers are magnificent beyond description. The buds are long and pointed, finely molded and gracefully finished.

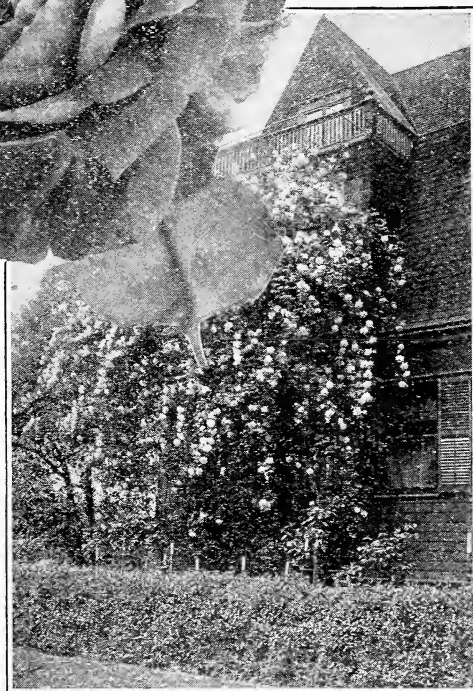
***MADAME CAROLINE KUSTER**—Splendid in moderate climates; strong climbing habit, producing beautiful orange-yellow flowers which are large and double in the greatest profusion and continuously.

***JAMES SPRUNT**—A handsome climber, bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

Among the great new Climbing Roses perhaps the most remarkable variety to date is "Climbing Columbia" described on page 11.



Climbing
Gruss an
Teplitz



*Climbing Gruss an Teplitz

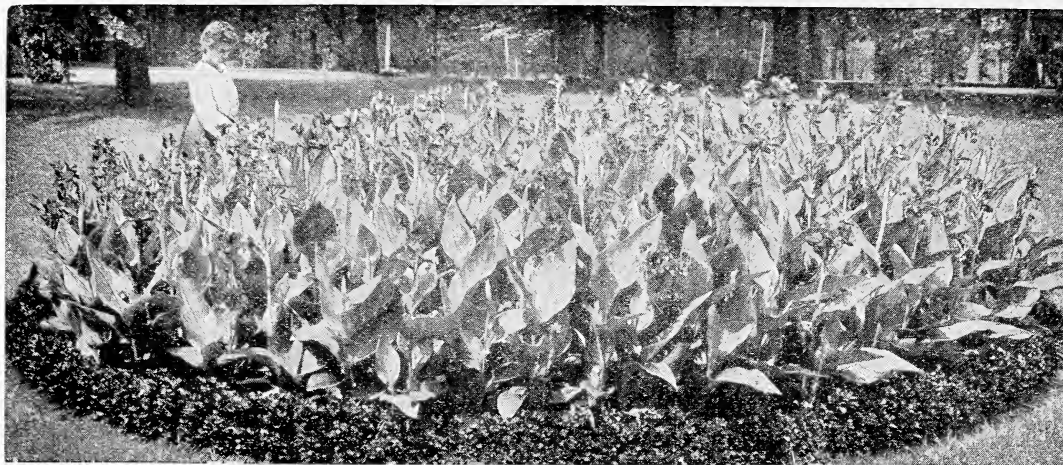
A valuable addition to this class of Roses so rapidly coming into popularity on account of their free blooming qualities and wonderful hardiness. This is an exact counterpart of the bush Rose Gruss an Teplitz, but a vigorous climber, attaining a height of 10 to 15 feet in a single season. When it first blooms in the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms throughout the growing season. One of the greatest of all Climbing Roses.

***CLIMBING PINK MAMAN COCHET**—An exact climbing counterpart of the bush variety. As free blooming as the Cochet. Will withstand the vigor of the northern winters with protection. Superb pink flowers.

THE CHEROKEE ROSE—A strong, erect-growing sort, with glossy green leaves. The bushes bear large, pure white Roses in great profusion. Moderately hardy. A thing of beauty.

***FORTUNE'S DOUBLE YELLOW**—Bronzed yellow or coppery and fawn color.

Price of all Roses on this page: Strong, first size, plants, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 85c each; \$8.50 per dozen assorted by express, prepaid by parcel post, \$1.00 each. Varieties marked * can be furnished in star size or specimen plants at \$1.15 each, by express.



A Bed of Heller's Large Flowering Canna Lilies

Heller's Wonderful Canna Lilies

Wherever a gorgeous effect is wanted quickly, nothing equals our famous Cannas. With their magnificent banana-like foliage they quickly give a tropical aspect to the lawn. Free from insects, flowers are borne continuously during the entire summer in immense heads. Their culture is the easiest. Ordinary good garden soil and plenty of water are the main requirements. Our list is the best.

Prices of our Cannas except where noted, large roots, until March 1, after that strong pot-grown plants, 25c each, five for \$1.00, \$2.50 per dozen, postpaid.

The Best in Cannas

METEOR—Immense growing crimson, 4 ft.

PRESIDENT—Considered the best. Enormous heads, glowing crimson, 4 ft.

WINTZER'S COLOSSAL—Vivid scarlet; giant flowering, 5 ft.

YELLOW KING HUMBERT—Green foliage, large blooms, yellow dotted red, 5 ft.

EUREKA—At last a pure white, large flower, the best, 4 ft.

ALPHONSE BOUVIER—Beautiful wine red, distinct, 5 ft.

RICHARD WALLACE—Canary yellow, 5 ft.

MRS. ALFRED F. CONRAD—The best pink; immense heads of bloom.

UNCLE SAM—Brilliant orange-scarlet, 7 ft.

NEW YORK—Giant scarlet, foliage plum color, 5 ft.

WYOMING—Orange, immense, 7 ft.

AMERICAN BEAUTY—Carmine or cerise, 5 ft.

CHARLES HENDERSON—Brilliant crimson, 5 ft.

MRS. KATE GRAY—Giant flowering, deep orange shaded crimson, dotted yellow, 6 ft.

GIGANTEA—Tall growing, bronze foliage, medium crimson flowers.

Choice Geraniums

We Offer Only Large Plants

ALPHONSE RICARD—Double, bright vermilion.

BEAUTE POITEVINE—Double, shrimp-pink, shading to white.

E. H. TREGO—Semi-double, dazzling scarlet, pleasing velvety finish on saffron ground.

COMTESSE DE HARCOURT—Double, pure white.

JEAN VIAUD—Double, bright, clear shade of mauve-rose, shading to a clear white throat.

LA FAVORITE—Double, pure white.

S. A. NUTT—Double, dark red.

THOMAS MEEHAN—Single, brilliant rose-pink.

MARG. DE CASTELLANE—Double, beautiful soft crimson, varying to tomato-red. Flowers large, perfect, produced profusely all summer.

GENERAL GRANT—Double, bright orange-scarlet flowers, profusely produced during entire season.

ADMIRATION—Single, robust, bright rose, shrimp-pink flowers.

Price: Extra large thrifty plants, ready for immediate effect, 20c each, 6 for \$1.00, \$2.00 per dozen, in one or assorted varieties, postpaid.

Special Offer One each of the 11 Geraniums above, in extra large, thrifty plants, \$1.75, postpaid.

Heller's Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy-growing favorites. They make a magnificent show in the autumn, blooming in September with early flowering varieties and continuing with late varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine; and quickly make large, handsome bushes. If large specimen flowers are wanted, pinch off all buds, except the ones you want to develop, using good soil and a fair amount of water, and use pots six to seven inches across. In cold climate the plants are not hardy in the winter; should be lifted and kept in cool dark place; in milder climates they are perfectly hardy. Plant at least a dozen for best results.

New and Rare Varieties

Harvard—Magnificent deep crimson.
Smith's Advance—Best and first in earliness, magnificent white.

Chas. Rager—Large incurved, white.

Smith's Imperial—Mid-season, pure white, dwarf habit, incurved.

Unaka—Grand incurved, beautiful pink.

Chrysolora—One of the best yellow, fine, incurved form, with perfect stem and foliage.

Betsy Ross—Mid-season to late incurved, pure white.

Robert Halliday—Beautiful true pink ball shape.

Yellow Bonaffon—Bright yellow, standard of its color.

White Chieftain—Pure white, beautiful ball-shaped flowers.

Pacific Supreme—Pink, large.

Golden Glory—Bright golden yellow, immense perfect flowers, early. Superb.

Roman Gold—Superb, early, yellow, perfect.

Golden Glow—Clear golden yellow, velvety finish, enormous flowers.

Oconto—Grand white, perfect in form.

Improved Chieftain—Beautiful incurved, pink.

C. C. Pollworth—Early yellow incurved.

Pompom Chrysanthemums

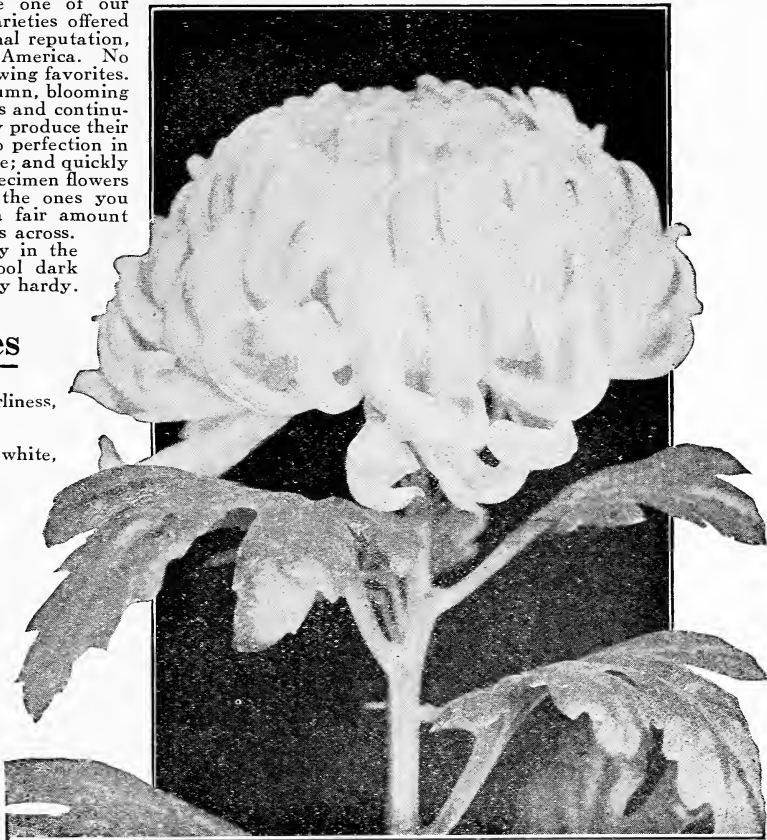
These are entirely hardy and produce hundreds of button-like, perfectly double flowers, making an excellent show. Last until late in the autumn.

Klondike—Gorgeous bronze yellow.

Fairy Queen—Rose-pink.

Mrs. Buckingham—Single, rosy-pink.

Diana—The best pure white.



Heller's Large Flowering "Mum"

GLORIOUS SET OF FOUR

Superb Chrysanthemums

For 50 cents we will send postpaid the following Four Superb Chrysanthemums: Harvard, red; Unaka, pink; Golden Glory, yellow; and Smith's Advance, white—four in all, for only

50c POST PAID

Price of all Chrysanthemums on this page: Strong plants, 15c each, any 4 for 50c, \$1.50 per dozen, postpaid.

The Best in Dahlias

For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. We offer strong dormant roots. We offer the best.

Cactus Dahlias

Alight (Incurved)—Gigantic flowers of a beautiful orange-scarlet color. Petals very long and exceedingly narrow. 35c each.

Countess of Malmesburg (New)—Delicate peach-color pink, daintily blending to white at the center. 35c each.

Ella Kramer—Rose-pink with brighter center fine form. 25c each.

Eureka—Color very deep purple. Petals are long, straight and tightly quilled. 25c each.

Miss Helen Hollis—A sensational wonder and undoubtedly the largest and best deep scarlet Show Dahlia in existence. Blossoms are on long, stiff stems, well above the foliage. 50c. each.

Show Dahlias

Golden Age—Sulphur-yellow. 35c each.

Maude Adams—Pure snowy-white, overlaid, clear delicate pink. 50c each.

Robert Bloomfield—Pure white, tall grower. 25c each.

Stradella—Beautiful deep purple-crimson. Stems long and wiry. 25c each.

Decorative Dahlias

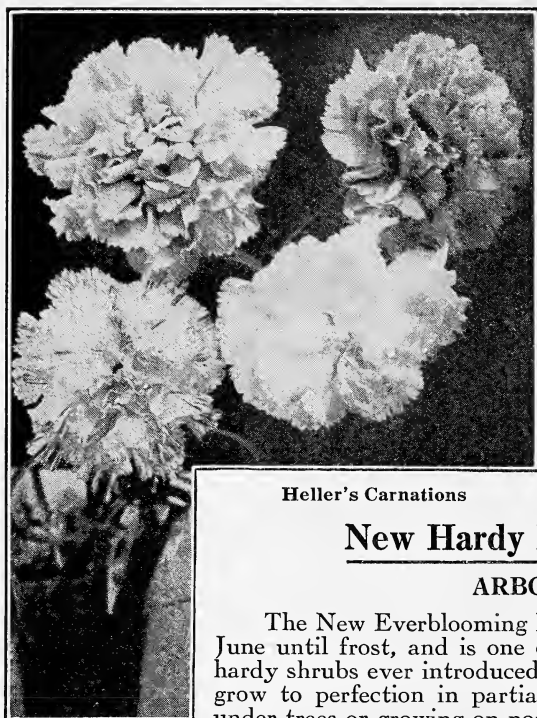
Clifford W. Bruton—Canary-yellow. 25c each.

Souvenir De Gustave Doazon—It is the largest Dahlia in existence. Color pleasing shade orange-red. 35c each.

Wilhelm Miller—Very brilliant purple. 25c each.

Jack Rose—Bright, shining crimson. 25c each.

Handsome Large Flowering Carnations



Heller's Carnations

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter.

Best Varieties

Price strong pot plants: 15c each, any 6 for 75c \$1.50 per dozen, postpaid.

Alma Ward—New white variegated pink.
Aviator—The best standard crimson.
Mrs. C. W. Ward—Deep pink.
Rose-Pink Enchantress—Deep pink.
Matchless—Clear brilliant white, fine form and very large. Highly scented. Delightful.
Radium—New. Handsome red. Fine large bloom.

"The carnations you sent this spring have produced some wonderful flowers outdoors."—Leo F. Brady, Woodbridge, N. J.

New Hardy Everblooming Hydrangea

ARBORESCENS STERILIS

The New Everblooming Hydrangea is constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. Bears great clusters of white flowers. It will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house.

Price: Strong, vigorous plants, well rooted, 50c each, postpaid; larger, field-grown plants, with several branches, fine roots, \$1.00 each, postpaid.

Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the summer garden. Only heavy plants offered for immediate effect.

R. P. STRUTHERS—Bright rosy-carmine, with claret-red eye.

BRIDESMAID—Pure white, with large crimson-carmine eye.

CHAMPS ELYSEE—A bright rosy-magenta very effective.

FERNAND CORTEZ—Tall deep crimson.

IRIS—Tall bluish-violet.

EMILE LITTE—Pure bright pink.

INDEPENDENCE—Dwarf, pure white.

MRS. CHARLES DOOR—Beautiful shade of lavender.

LUMINEAUX—Pink, darker eye.

FANTOME—Dwarf, deep lavender edged and shaded with white.

Price of Hardy Perennial Phlox, in strong, vigorous, field-grown plants, 35c each, 3 for \$1.00; \$3.50 per dozen; one each of the 10 varieties, \$3.00, postpaid.

Magnificent Peonies

Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in

fact, it vies with the Rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

Select List of Peonies

Edulis Superba—Red.

Faust—Delicate light pink.

Felix Crousse—Brilliant red. Extra fine.

Humei Carnea—Light rose, passing white.

Insignis—Beautiful violet-pink.

Jeanne D'Arc—Pure white.

Nobilissima—Dark violet-red.

Festiva Maxima—White center, flaked red.

Duchesse de Nemours—Sulphur-white, changing to pure white. Double. Early.

Candidissima—Creamy-white, with sulphur-yellow center.

Rosea Elegans—Soft rose-pink.

Price of all Peonies in the above list, in strong, two- and three-eyed, large, heavy roots, 80c each; \$9.00 per dozen, assorted as desired, postpaid.



Decorative Ferns

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely.

Boston Fern—Long, broad fronds, drooping gracefully and forming a plant of immense size.

Whitmanii—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Graceful beyond description.

Teddy, Jr.—New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant.

Roosevelt—New and the grandest of all, with fronds beautifully frilled and waved.

Scotti—Dwarf growing, compact and a great favorite. Broad petals, strong upright grower.

Price of all Ferns: Strong, shapely plants, 20c each, any 6 for \$1.00, postpaid; larger size, 4 and 5 in. pot-plant, 75c each by mail, postpaid.

Special Offer One each of the entire set of the 12 splendid Gladioli, in strong, sure-to-bloom bulb \$1.50, postpaid; single varieties, 15c each, \$1.50 per dozen, postpaid.



Whitmanii Fern

Charming Gladioli

The Gladiolus is growing more popular each year, both blooming in the garden and for use as a cut flower. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned. Selected from hundreds of the best varieties. In size of flowers, blooming quality and diversity of color, none will compare with these.

Price of named varieties, 15c each; \$1.50 per doz., postpaid.

America—The most beautiful variety in cultivation. Soft flesh-pink, slightly tinged with lavender.

Augusta—Pure white; blue anthers.

Baron Hulot—Rich, royal violet-blue. This, when cut in combination with one of the yellow varieties, is truly exquisite.

Attraction—Deep, dark crimson-pink, with large pure white center free from mottling.

Brenchleyensis—Bright, scarlet-vermilion.

Halley—Salmon-pink, immense size, early.

Independence—Color varies from deep rose pink to orange-scarlet.

Crackerjack—Rich, velvety red.

Klondyke—A clear yellow, with a vivid crimson-maroon blotch in throat; splendid grower.

Victory—Clear sulphur-yellow, the ends of the petals slightly suffused pink.

Mrs. Francis King—A striking shade or light scarlet of flame color; one of the most effective.

Princes—Brilliant scarlet-crimson, with three broad white blotches on lower petals.

Superfine Mixture All colors Gladioli, large bulbs, sure to bloom, 50c dozen, \$3.50 per 100, postpaid.

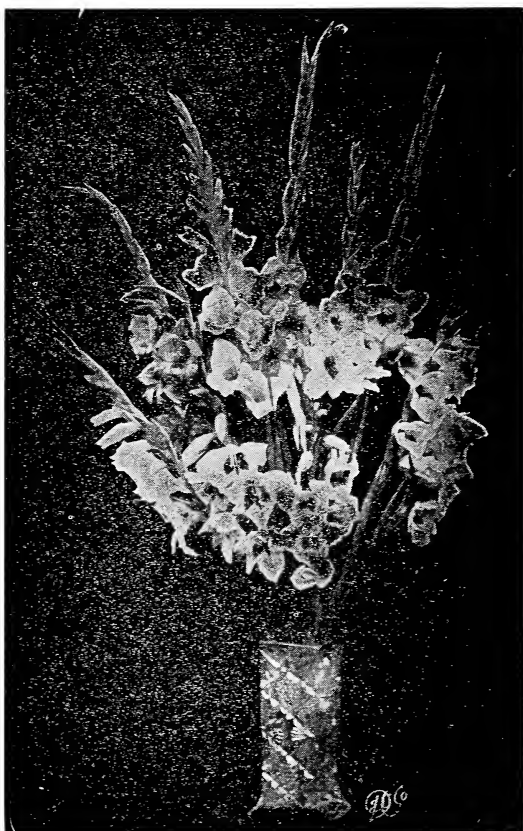
Fragrant Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

Orange-Flowered—Bears snow-white flowers. 5c each, 50c per dozen, postpaid.

New Variegated-leaved—The leaves are bordered with white; large, white flowers. 5c each, 50c per dozen.

Special Offer We send, postpaid, six Excelsior Pearl Tuberoses, three Orange-flower and three New Variegated-leaved—twelve in all—for 50 cents.



Heller's Superb Gladioli

Superb Hardy Cochet Roses

Note Illustration on Opposite Page

The Cochet Roses are the greatest of all hardy ever-blooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through, making strong, sturdy bushes that last for years. The flowers are superb. The Cochet Roses because of their wonderful merit, are a speciality with us. Easily the greatest of all garden Roses and the best sellers.

*Pink Maman Cochet

Now considered the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance on long stiff stems. A clear, rich pink, changing to silvery rose. Has many rivals but no equals. A thorough dependable Rose.

*Crimson Maman Cochet

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

First size magnificent plants of any of the Cochet Roses 25c each, any 5 for \$1.00, postpaid; extra-heavy two-year-old plants 85c each, \$8.50 doz. by express; prepaid by parcel post \$1.00 each. The demand for these wonderful Cochet Roses is enormous. Varieties marked * can be furnished in Star or Specimen plants at \$1.25 each, by express; prepaid by parcel post \$1.50 each.

*White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. One of the finest white Roses for open-ground culture.

*Red Maman Cochet

A great red Rose, and produces magnificent flowers in wonderful profusion on long strong stems. Flowers are very full and of splendid substance; in color a warm crimson.

*Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

Special Offer One each of this famous Cochet Rose Set, first size plants, \$1.00, postpaid; the entire collection in large, two-year-old plants, \$4.00 by express; prepaid by parcel post, \$4.60.

50 Cents Will Buy

The collections listed below (50c each) represent the greatest value for the money ever offered. All the plants, etc., in these collections are the very finest of our stock, and are offered in this way to prove to you the remarkably high quality of the good things sent out by us and which have made the name of Heller famous the world over. All collections our selection, and the price is 50 cents each.

Please order by Collection Letter.
Sent Postpaid to Any Address.

Collection P—4 New Everblooming Tea Roses.

Collection Q—3 Hybrid Tea Roses, best kinds.

Collection S—3 Choice Geraniums, single and double.

Collection T—4 Extra-fine Ferns, different varieties.

Collection U—4 Splendid new Chrysanthemums.

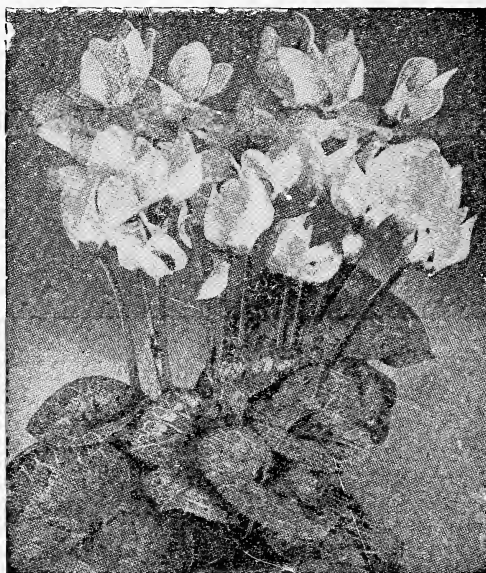
Collection V—3 Choice Cannas.

Collection W—4 Choice Carnations, all different.

Collection X—8 Tuberoses—5 Excelsior Pearl, 3 Orange-flowered and 2 Variegated-leaved.

Collection Y—12 New and Rare Gladioli, mixed, the best kinds.

Order four or more of these 50 cent collections and we will send FREE a splendid Plant of our remarkable Rose, Jeannette Heller.



Giant Persian Cyclamen

The most beautiful and decorative of all pot plants. The foliage is dark olive-green, beautifully variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The flowers, which are of odd form embrace every delightful shade of color and are a distinctive feature of this handsome house plant. We offer splendid strong plants in white, rose, crimson or salmon in large plants from 3 to 4 inch pots ready to bloom at 50c each; 6 for \$2.50, postpaid.

The Superb, Hardy, Everblooming COCHET ROSES

Red
Maman Cochet
(Helen Gould)

Yellow
Maman Cochet

White
Maman Cochet

Crimson
Maman Cochet
(Etoile de France)


Pink
Maman Cochet

Heller Bros Company
New Castle,
Indiana

"America" NEW GIANT PINK ROSE

The latest and most beautiful giant pink garden rose in the world. Gloriously and worthily represents the great name it bears—immense in size, noble in form and majestic in appearance. Superbly formed buds, long and pointed, opening into enormous flowers—4 to 6 inches in diameter—full, deep and very double, borne on long, strong stems, practically thornless. Color deep rose pink. Delightfully fragrant. Massive foliage. Strong free grower. Blooms continuously. A single bush will produce dozens of magnificent flowers throughout the year. Very hardy. Grows to perfection everywhere. Don't miss "America." Its regal beauty will astound you as it did our valued customer, Bessie G. Ellsworth, Hot Springs National Park, Arkansas, who writes us:

"'America' is a wonderful delight and I must have another plant. The rich color is that of Pink Killarney, and after cutting the flowers hold their fragrance until the last petals fall."

 Ours is the genuine stock, and as yet very scarce.

Prices: First size plants 50c each, 5 for \$2.00, postpaid. Strong, extra heavy two-year-old plants \$1.25 each, 3 for \$3.50 by express; or by parcel post prepaid anywhere \$1.50 each. Star size or immense specimen plants, \$1.50 by express.

All sizes from large pots, shipped with soil on roots.

**HELLER BROS.
COMPANY
NEWCASTLE, INDIANA**



America